

PRINTERS' INK

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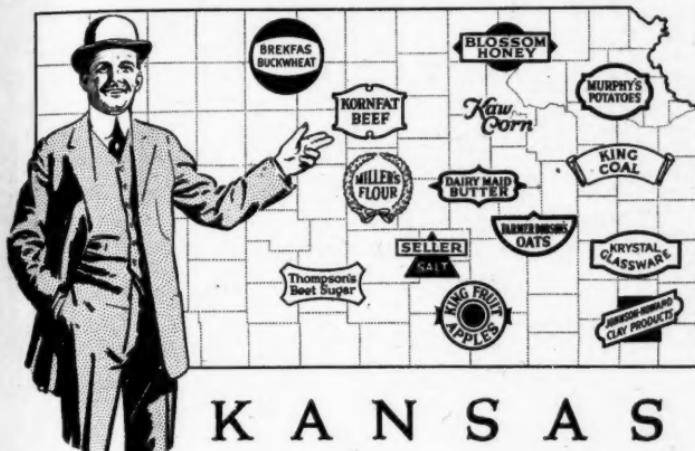
A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCI

NEW YORK, JUNE 3, 1915

No. 10



K A N S A S

Kansas owes a lot to Senator John J. Ingalls. His poem on Opportunity is hailed as an epic. It is a peculiar fact that Kansas, his home State, is possessed of boundless opportunities which have remained undeveloped. True, Kansas prospers, but many less fortunate States could thrive upon the advantages she wastes and neglects.

Sixty-five years ago no white man claimed Kansas as his home. Now over one and a half million boast of Kansas as their home. One or two generations ago Kansas was a part of the Great American Desert. Now, "every morning during the plowing season the farmers go into a cornfield as large as the whole State of New Jersey; every noon during harvest the harvesters come to dinner from a wheatfield of 20,000 acres more than Delaware; and every night Mary calls the cattle home from a pasture larger than Pennsylvania."

Kansas exceeds any other State between the Missouri River and California in the annual value of its manufactured products. Kansas City stands fifteenth among manufacturing cities, ranking such industrial centers as Jersey City, Providence, Rochester and her sister city, Kansas City, Mo. But Kansas has little call to sound her cymbals over these facts. The amount of her manufactures is small in comparison with her vast stores of raw materials.

Kansas knows how to grow and how to mine—but not how to sell. Kansas—so rich in natural wealth—has been snoring soundly at the advertising switch.

Kansas farmers coax 25,000,000 bushels of oats out of the ground and get an average price of 40c. to 50c. The Quaker Oats Company, of Chicago, trade-marks and advertises oats, and made over \$2,000,000 net profits last year.

Kansas raises over 150,000,000 bushels of corn for which the

(Continued on page 65)

EM GATTLE & CO
PLATINUMSMITHS 630 JEWELERS
FIFTH AVE

"One of your clients, also my friend, told me that the Federal could be trusted not to waste a dollar of my appropriation — your expenditures were never careless."

—E. M. Gattle

Mr. Gattle's reason for employing Federal is one which we value extremely—to "be trusted" is assuredly one of the first requirements of an advertising agency.

We try to be as careful of our clients' money as if it were our own; for we realize fully that a reputation for results can only be

built upon renewal contracts.

We invite investigation of our business on that basis—judge us by the business that we keep—and build up—year after year.

Whatever your line, Federal is equipped to give you Specialized Service, backed by experience in your field.

"Put it up to men who know your market"

FEDERAL
ADVERTISING AGENCY
241 West Thirty-ninth Street, New York



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A JOURNAL FOR ADVERTISERS

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NEW YORK, JUNE 3, 1915

No. 10

Teaching the Dealer to Know His Own Business

How Some Manufacturers and Jobbers Are Reducing the Number of
Dealers Who Must Be Re-sold Every Year

By Roy W. Johnson

IF all the manufacturer's sales troubles could be classified and docketed, each in its separate bundle, it is safe to say that in the majority of instances the biggest package would be labeled "retailer's shortcomings." As a matter of fact, the retail dealer is usually the weakest link in the merchandising chain. He cancels orders, he cuts prices, he buys from hand to mouth, he switches from one line to another, he fails to discount his bills, he doesn't take advantage of the manufacturer's advertising, doesn't push the advertised goods, but sells his private brand, and so on. Any manufacturer who sells through the dealer can give you a longer list than that. The best brains in the merchandising business have wrestled with this dealer-problem, and very few of them are ready to admit that their solution of it is anything more than a makeshift.

Not that the manufacturer's relations with his dealers aren't cordial. They are. Any manufacturer you may care to name has a list of from 100 to 1,000 active, wide-awake, pushing dealers, who take advantage of every ounce of selling help he offers them; who prove that the merchandising system *can* be made efficient in every department. But all dealers are not like that. The same manufacturer will have perhaps ten times as many dealers who fall so far below the standard that

they bring the average of efficiency away down. These are the dealers who are so hard to "reach" effectively and who must be sold all over again every year or so. It is due to them that the dealer-problem is so full of perplexities and that the phrase, "Ask your dealer," so often fails to connect with the goods.

HAPHAZARD METHODS

Now, the difficulty with most dealers seems to lie in the fact that they are poor business men. They do not know what it costs them to do business—oh, they can *guess* at it readily enough, but mighty few of them really *know*. They do not know what goods pay them a profit and what lines barely pay for their handling. They judge the desirability of a product by the margin between the price they must pay for it and the price they ask for it, quite oblivious of the question of turnover; or, if they do think of turnover, they regard it as something too abstruse to be calculated. In brief, the dealer of this type is like a ship sailing by compass and chart alone. He knows that he is headed in a certain general direction, but he never can tell exactly *where* he is at a given moment.

The foregoing may sound pessimistic, but it is essentially true, just the same. I am told upon the authority of a man who has had years of experience in retail

accounting that even the largest department stores which are popularly supposed to "eat system alive" are frequently unable to figure the selling cost on separate lines of goods with any degree of accuracy. Each store, for example, has some system of distributing the "overhead"—one of the heaviest charges in the conduct of a department store, by the way—and arrives at some definite conclusions. But whether those conclusions represent the facts or not is another question. And if the department store is not able to figure its costs so as to *know* where it stands, what can one expect of the little fellow?

MANUFACTURER HELPS HIMSELF INDIRECTLY

Those are the conditions which have led manufacturers more and more to interest themselves in the dealer's problems, from the dealer's point of view. There was a time when the manufacturer felt that the dealer's problems were none of his affair, but of late he has been coming to realize that one of the most prolific sources of waste is the inefficient dealer, and that, since the dealer is an indispensable factor in the selling equation, it is up to the manufacturer to strengthen him wherever possible. "If we can make a man a better dealer," said certain concerns, "we shall make him a better customer for everybody he deals with, including ourselves." So, instead of merely preaching to him the advantages of selling *their* goods, using *their* electros and putting *their* displays in his windows, they went back to fundamentals and began to show him how to find out the facts about his own business, so that he could determine for himself whose goods he wanted to push.

Of course, the cash-register and computing-scale people have been trying for years to educate the dealer to better methods of accounting, and of late years they have been joined by the adding-machine companies. It was plainly enough a matter of self-interest for those concerns to undertake the work, because they had some-

thing to sell to the dealer for his own use, and the sale usually depended upon his desire for a better system. Until that desire was aroused by showing him the defects in his present lack of system, he was not likely to spend from \$50 to \$175 for a piece of equipment. But, curiously enough, the selling plan which has since been followed so consistently by those concerns seems to have been discovered by accident.

"Seventeen years ago," says Isaac G. Kennedy, of the Computing Scale Company, Dayton, "a certain salesmen in our employ sold scales all around our other salesmen and in the poorest territory in the United States. I made a personal investigation to find out what sort of argument he used and found to my surprise that he talked more about the merchant's business methods than he did about scales. This salesman was the first person to practically apply a simplified method of figuring profits in an argument to sell computing scales. He reasoned that a merchant could not get his full profit if he figured his percentages on the cost price of his goods, and proceeded to teach the merchant how to find the true percentage to include all costs or estimated costs. As a result he got under the fellow's hide and won his confidence."

That discovery naturally enough resulted in an entirely new selling plan, and, according to Mr. Kennedy, has been responsible for much of the success of the computing-scale business. The sales force were instructed to adopt the new method of approach and were given a vigorous drill in figuring percentages. They did not take kindly to the suggestion, on the whole, and some of the early sales bulletins of the company are very interesting reading. But in the end the salesmen were convinced that what looked like the longest way 'round was really the shortest road home. The company has, first and last, distributed upwards of half a million copies of a book entitled "The Bigness of Little Things," which is an argument for the figuring of profit

percentages on the selling price and contains a simple table of percentages. By references to the table the dealer may find instantly the necessary mark-up on any invoice price to obtain a given percentage of profit.

HELP OF AN INTIMATE KIND

The computing-scale people emphasized only this one aspect of the problem, but the cash-register and the adding-machine companies went farther, into the questions of keeping track of credit purchases, taking inventories and so on. Altogether, the dealer may be said to have had plenty of instruction as to the advantages of keeping accounts which tell him the real facts about his business. He has read innumerable advertisements on the subject in his trade papers, he has been bombarded with bushels of booklets and circulars and has entertained divers and sundry salesmen who possessed a more or less easy familiarity with his accounting problems.

But partly because the habit of running his business "by guess" was strong, and partly because all of those appeals had some ulterior motive behind them in the shape of something to sell, the dealer refused to exhibit any remarkable enthusiasm. Unless he was actually brought to the point of buying the equipment which was offered, he seldom made any application of the arguments to his own business. Important as the educational work of these concerns undoubtedly has been, it has only reached effectively a small percentage of the total number of retailers in all lines in the country.

Next in logical order comes the work of the jobber. Many jobbers in various lines have taken up some phase or other of the work of educating dealers to the necessity of better accounting methods, partly because they wished to sell more goods, but largely because of the credit risks involved in a jobbing business. It is a common thing for a jobber to "carry" the credit risk for large numbers of small dealers, and it

goes without saying that the risk will be decreased in proportion to the improvement in the business methods of those dealers. As a type of this work on the part of the jobber we may take the case of the Simmons Hardware Company, St. Louis, which has established a Bureau of Accounts for the benefit of its customers. H. J. Bostwick, manager of the bureau, describes its work as follows in a letter to *PRINTERS' INK*:

"The Simmons Hardware Company has long considered it the duty of the jobber to help its customers to prosper. It felt that its responsibility did not end with the sale of the goods, but that it extended, not only to resales to the consumer and their collection, but also throughout the entire management of the business. In other words, that its success was based and entirely dependent upon the success of retail hardware dealers, and anything it could do to increase their success would ultimately come back to it in the way of increased business.

"Up until about three years ago we had been assisting those of our customers who were near by and who asked us for help, and had never gone to the extent of developing a regular department; but our president, Mr. W. D. Simmons, felt that the time to do this had come. Therefore, we proceeded to make a special study of the problems of our retail customers, and we selected for this work men who had had retail-hardware experience and who also understood the accounting and system end of retail business.

"We made a study of every phase and feature of retail merchandising and equipped ourselves with methods and systems of all kinds. Our plan of operation has been to tell the retailer, through our catalogue and our 500 salesmen, that we have this service to offer if they care to avail themselves of it. We never push it upon anyone, as we know very well that a system is no better than the person who operates it, and, unless he is anxious to learn and is willing to make some small sacrifices, it would be time wasted

to outline for him a plan which he would not install, or, if he did, would handle indifferently. We felt that among the army of retail dealers that we called upon there must be hundreds and even thousands who were anxious for this help, and we do not care especially about the other kind.

"Another thing we well knew was that the small dealers had always been considered hopeless because they did not understand double-entry principles, knew very little about bookkeeping, and could not afford to hire a regular book-keeper. Nevertheless, we determined to help these people by giving them very simple systems which they could understand without making a study of double-entry accounting, but which would keep them in close touch with their business and tell them as much as an elaborate set of books. About 600 of our customers have taken advantage of this department, and we feel amply repaid for the time and effort expended, as these people are exceedingly grateful and they have shown their gratitude in many ways. Some of them are large dealers and others are quite small. Some have installed complete accounting systems and others have merely wanted a shop system or a departmental system or a collection system or something of that sort.

"In some cases they were interested in the turnover solely, and we have confined our efforts along this line even to the extent of recommending stock systems which would keep their purchases in harmony with their sales. In many cases our customers came to us because they were not making money and we have made a complete analysis of their business, pointing out to them their weaknesses and suggesting remedies. In many cases we have fitted up completely with methods and systems those who were entering in business for the first time. We have found that it is much easier to start a man on the right track than it is to change him after he has become accustomed to slipshod methods."

It is to be noted that the work

here is individual, and is directly applied to the needs of the dealer.

INDIVIDUAL TREATMENT

"In a nutshell," says Mr. Bostwick, "this department handles each case independently, according to its own conditions, and the entire system is built up step by step—a prop here and a plug there, beginning first with the more general things and then taking up minor auxiliary methods, until the entire business has been placed upon the right basis. This, of course, depends entirely upon the merchant, and he will find us willing to co-operate with him, even though it extends over a period of many years, as long as he is willing to do his part. We do not merely outline a plan or system and then install it, loading him down with a lot of technical things and then leave him to flounder along as best he can, but we answer each question as it arises and give him the benefit of our opinion on each new subject, no matter how small or how large. If we do not know, we find out, even if we have to write to several of our good friends and customers whom we know have had quite extensive experience. In this way we act as a sort of clearing-house, giving our customer the benefit of what others are doing.

"There are many discouragements in this work and there are also many pleasures. We have helped to place some stores on a paying basis that had not been making any money for years. In a few cases we have picked up men who had lost courage and hope, and were on the verge of bankruptcy, and we have pointed out to them where and how they could get on their feet again by utilizing the means within their power. They have responded in a way that has been most gratifying to us, and the greatest of pleasure to themselves.

"As one merchant said to me a year ago: 'I was discouraged, not only at the prospect of losing my investment, but at the thought that I was a failure. I drifted into business through a clerkship and never had an opportunity of study-

Chicago, U. S. A.

CHICAGO is the *merchandising* center of the United States of America—the logical center of the United States of *Advertising*.

It is in Chicago that the *Unit* Idea in Advertising and Sales has had its highest development. Chicago has led notably and consistently in the production of big, high-powered, *economic* Advertising and Merchandising Campaigns that *win results*.

When you come to Chicago for the advertising Convention, visit the Nichols-Finn Advertising Agency.

Here is an agency that is typical of Chicago—of America. “Intelligent, Sustained Effort” is the watchword. *Earning power* is the only criterion by which campaigns are judged. Here you will see an agency *at work*—one that is building history in merchandising successes for its clients more rapidly than any other organization we know about. *Our latch-string is out.*

NICHOLS-FINN
ADVERTISING COMPANY

222 SOUTH STATE STREET, CHICAGO

71 WEST 23RD STREET, NEW YORK

“Intelligent, Sustained Effort Insures Success”



ing the fundamentals of business and the principles underlying it until I came in contact with you. I was a servant of my business and not its master, and I drifted along, hoping and trusting that the end of the year would reveal a satisfactory net profit, and having no definite, tangible knowledge from month to month. Now I can tell at any time just how my business stands and all about it, and, if anything is out of line, I can adjust it before it is too late.'

"The saying, 'It is not what you do, but how you do it,' was never more generally exemplified than in this work. The bookstores are filled with treatises on bookkeeping and systems, and, even though we would publish one that was well-nigh perfection and scatter it broadcast among retail hardware dealers, it would avail but little. In our opinion, it would be like trying to fit a number of men with suits of clothing all the same size. Not only must we fit the business, but we must take into consideration the ability and qualification of the proprietor and the size of the town and community, the lines carried, whether a shop is operated or not, whether the books are kept by a regular bookkeeper or someone else at odd times, and the hundred and one other things, all of which bear directly upon the success or failure of this work."

Now, the manufacturer with a national distribution has quite as much interest in the efficiency of his dealers as any jobber has, though he may not realize it so quickly, because he is not in such close contact with the retailer's problems. In one respect, indeed, the efficiency of the retailer is even *more* vital to the manufacturer, for the latter is interested in a single brand, or a group of brands, whereas the jobber has a multitude of different lines. One of the chief objections which dealers offer against the pushing of advertised brands is the fact that the margin of profit generally appears to be smaller than it is on the unadvertised goods. Yet the manufacturer must sell the

dealer a particular line if he is going to do business with him at all, while the jobber can choose from a variety of different manufacturers if the dealer objects to one in particular.

Of course, the dealer has been told over and over again that, while the margin of profit seems to be smaller on the advertised goods, it in reality represents a more substantial profit because the goods are much easier to sell and the turnover is much greater. But not being able to figure the turnover accurately on any given line of goods in his own stock, the dealer has not always been inclined to take the argument seriously. Hence, for that reason, if for no other, it is to the interest of the manufacturer to show the dealer how to find out which lines pay him a profit and which do not.

In *PRINTERS' INK* for May 21, 1914, was published an interview with H. Uehlinger, manager of the business-service department of Moller & Schumann, Brooklyn, N. Y., makers of Hylo Varnishes. Under the title of "Making Better Customers by Making Better Dealers," Mr. Uehlinger described the work of his department in helping dealers solve their individual credit and financial problems. The work is nearly parallel with that of the Simmons Hardware Company, described above. The salesmen are supplied with blank forms on which reports are made regarding the conditions in each dealer's store. When a dealer appears to need help in accounting problems, or in connection with credits, the matter is taken up direct in a diplomatic letter from the business-service department, which is in reality a broader development of the old-fashioned credit department.

RAISING THE BUSINESS STANDARD OF THE JEWELER

"The local banker is not at present getting the patronage that he is entitled to. The local merchant is accepting his loans in the form of long credit from the jobber, and the jobber is doing his financing for him at a distant point
(Continued on page 77)

Needlecraft Saves Campaign

Following is an extract from a letter received from a constant advertiser in NEEDLECRAFT. They tell the story about our service.

"We originally requested our Publicity Agents to run these ads only six months out of the twelve and to continue same in those periodicals where our gross returns from the ad equaled the cost of advertising. We expected to stand any loss sustained on account of cost of merchandise and postage. A large number of magazines failed to 'make good' on this basis. Some few have done moderately well and we are still using them, but it remained for NEEDLECRAFT (while producing from one to two thousand responses a month) to save our little advertising campaign from ending in actual loss.

"We have never withdrawn this little 18 line ad from NEEDLECRAFT and we should think that manufacturers of crochet cottons and silks, and in fact any commodity actually intended for the use of women would find your advertising columns a veritable gold mine."

NEEDLECRAFT PUBLISHING CO.
1 MADISON AVENUE, NEW YORK CITY

WILL C. IZOR, *Adv. Manager*
1 MADISON AVE., NEW YORK CITY

ROBT. B. JOHNSTON, *West. Manager*
PEOPLES GAS BUILDING, CHICAGO, ILL.

Member of Audit Bureau of Circulations

How Quaker Oats Combats Coupon-brokers

Putting Grocers on Their Honor Found More Effective Than Legal Threats and Red-tape Redemption Methods

THE grocery trade press has had a good deal to say of late about manufacturers who have fallen into the "coupon trap." A recent instance was the item in the *Grocery World* about the Philadelphia grocer who had swindled the Quaker Oats Company by sending it large bundles of the coupons which this company packs with Mother's Oats, the coupons being bought for cash from brokers instead of redeemed from customers, as the company requires.

Advertisers who use the coupon for trade extension and sampling are inclined to deprecate the contention that they are falling into any "trap." On the contrary, they contend that a certain amount of dishonesty must be expected in work of this kind, and no advertiser goes into a coupon plan believing instances will not arise of a disagreeable nature over the redemption of coupons. He knows full well that there are, especially in the East, concerns which make a business of collecting coupons of all kinds, and that he must expect to contribute to the support of these coupon-brokers. That is only part of the cost of the advertising. The Quaker Oats Company, which is a large user of coupons, packing them in some of its products and using them in the quiet seasons in connection with its magazine advertising, did not fall into any "trap." This condition isn't anything new or unlooked for. On the contrary, the company has for many years been giving the coupon-broker serious attention, seeking some way of curbing his activity without injuring itself with the trade.

GETTING AFTER THE COUPON-BROKER

"Our loss through the misredemption of coupons," said C. A. Bowman, of the company, to a representative of PRINTERS' INK, "is a mere drop in the bucket—

trifling as compared with the amount of additional business the coupon plan brings us. But, small as it is, we are constantly at work trying to reduce it.

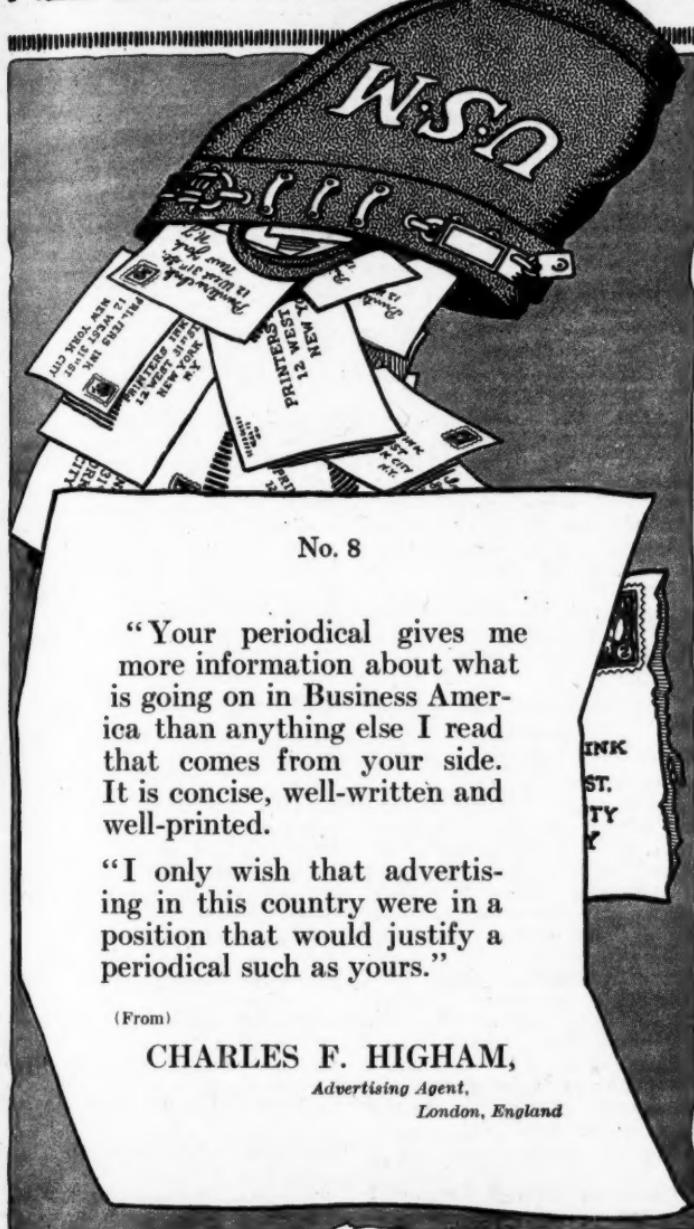
"Of all our coupon plans the one which is most abused by brokers is that used in connection with Mother's Oats. When this company bought Mother's Oats from the Great Western Cereal Company it found that the concern was packing a premium coupon with each package, good for merchandise at the grocers, or cash if sent into the home office. The cash value was one-half cent, the merchandise value three-quarters cent, and the dealer received one cent in cash for all coupons he sent in to the company. The one-quarter of a cent represented a profit to the dealer for handling.

"The obvious purpose of these coupons was to get the dealers to push the product. The dealer was told that, by encouraging his customers to collect coupons and redeem them at his store, he made a double profit on every package of Mother's Oats which he sold. He made his profit on the original sale, he made a profit on the merchandise he sold through the customer bringing her coupons to him to be redeemed, and, lastly, he made a profit on the redemption of the coupons by the Great Western Cereal Company.

HAD TO KEEP FAITH WITH CONSUMERS

"The plan was excellent in theory, but, like the bulk of plans intended to increase sales through the co-operation of the dealer, was not oversuccessful. Thousands of consumers, however, started in to save the coupons, with the result that when we took over the product it was essential that we continue packing and redeeming them. When a plan of this kind is once adopted it is very dangerous to drop it suddenly.

ALL IN A MORNING'S MAIL



No. 8

"Your periodical gives me more information about what is going on in Business America than anything else I read that comes from your side. It is concise, well-written and well-printed.

"I only wish that advertising in this country were in a position that would justify a periodical such as yours."

(From)

CHARLES F. HIGHAM,

*Advertising Agent,
London, England*

"By redeeming the coupons through the dealer only and stating on the coupon that the company would redeem them only from actual dealers who had taken them in exchange for merchandise, it was thought the broker would be kept out. But, as the grocery trade papers point out, while most grocers are honest, there are still a few who will stoop to anything to make a few dollars, even commit perjury. It was not long after we took over the product that we began noticing that several Eastern dealers were redeeming more coupons than we knew they could possibly sell.

"All we had to do to check up on these dealers was to consult our sales records. We knew how many packages of Mother's Oats we were selling a dealer, and we knew if he sent in two or three times that many coupons for redemption he was 'putting something over.' But we gave the matter considerable thought before we went ahead. It is always our policy not to adopt aggressive measures against a dealer, for, in our opinion, it is not good business to put ourselves in the position of a great big concern fighting a little dealer.

WHY LEGAL ACTION WAS NOT RESORTED TO

"We could have had our men spy on the dealer, find out for sure that he was getting his coupons from underground sources, and brand him as a crook. We might have gone even further and brought legal action, as several lawyers have advocated, and possibly put the dealer in jail for fraud and getting money under false pretenses. We might have made a few test cases and given them publicity, and put a stop to the practice. But we didn't do any of these things.

"What we did do was to put the grocers on their honor by simply asking them if they really got the coupons they were sending in honestly or through brokers. If the redemptions far exceeded the purchases of Mother's Oats, we went even further and asked the grocer to make this affidavit:

"State of, County of, ss.
....., being first
duly sworn, on his oath deposes and
says that he is a resident of.....
....., of.....
in the State of.....; that
he is engaged in the..... business; that on the..... day of
....., A. D., 1918, he
forwarded to The Quaker Oats Co., or
to Mother's Oats, 1600 Railway Ex-
change, Chicago, Ill.,.....
Mother's Oats coupons, that each and
all of said coupons were obtained by
affiant from his customers in exchange
either for $\frac{1}{2}$ cent in cash or $\frac{1}{4}$ of a
cent in merchandise in the ordinary
course of his said business, and that
said coupons, or any of them, were not
obtained from any coupon-broker,
speculator or trading-stamp house.
"Further affiant saith not.

"Subscribed and sworn to before me
this.....day of.....
A. D., 1918.

"Notary Public.

"It is hard to imagine a man
deliberately committing perjury
and laying himself open to a prison
sentence by signing such an affi-
davit and then turning around and
sending in a bundle of fraudulent
coupons. As a matter of fact, we
have only had one case—the Phil-
adelphian grocer mentioned in the
Journal of Commerce, who has
done so. In this case we simply
refused to pay.

"We have also had, as we ex-
pected, a few cases of fraud in
the redemption of the 36,000,000
coupons which we recently issued
through the magazines. Cases
have come to light where news-
boys have clipped coupons from
returned copies of the Sunday
magazines and bought up some of
the five-cent publications carrying
the coupon. But, as I have said,
these cases are very, very few, and,
considering the scope of the plan,
are a mere drop in the bucket.
The biggest source of loss is the
professional broker, who operates
organized crews of coupon-buyers
and makes a door-to-door canvass
of a city, buying up all kinds of
coupons and stamps. But even the
loss in this direction will be found
to be trifling when laid alongside
the benefits of the plan."

The advertising account of the New
England Oil, Paint and Varnish Com-
pany is being handled by the Brackett-
Parker Company, Boston and New
York.

GUY S. OSBORN

Will Care for Ledger Interests in the West

Effective June 1, Mr. Osborn will represent the Public Ledger—Evening Ledger combination in the Western territory, with offices at 1202 Tribune Building, Chicago. Mr. Osborn's long experience and close acquaintance with this field, and his thorough knowledge of the Philadelphia territory, render him peculiarly well fitted to advise advertisers planning to enter this fertile field.

St. Louis Office—409 Democrat Bldg.
Detroit Office—826 Ford Bldg.

PUBLIC LEDGER—EVENING LEDGER
Independence Square
Philadelphia

Hearst's is going about the business of making a good magazine and selling it along sound merchandising lines.

It is not indulging in any of those methods which seem to offer *a great deal for nothing* this year, with the hope that next year it can sell *a little or nothing for a great deal*.

Hearst's is not placing its hope for advertising revenue on a great quantity of circulation secured by the short term subscription plan, nor the selling of the magazine to canvassing agents at a ridiculously low net.

Neither is it attempting to "bull" its newsstand sales by offering a full purchase price rebate for increases received from newsdealers during the summer months.

Hearst's is edited to satisfy the interest of discriminating people who have time to read and the inclination to

pay a fair price for a magazine they want to read.

To such people we are advertising the *good qualities* of Hearst's each month. The result—

More than 56% increase in June newsstand sales in the flat size, as compared with February number in standard size - June issue is exhausted. More than 90% increase in the direct canvassing force in the field.

Hearst's has no greater allurement to the reader than the magazine itself—No greater allurement to offer the advertiser than a goodly quantity of readers secured because of *the magazine*, and not in spite of it.

The reader *pays* for Hearst's and is satisfied with his purchase.

Hearst's Magazine

119 West 40th Street
New York City

908 Hearst Building
Chicago, Ill.

FOUR FIRST AIDS

The NEW YORK AMERICAN is doing everything it can at all times to establish a relationship of mutual benefit between advertisers and itself.

The NEW YORK AMERICAN'S interest in advertisers does not cease with receiving contracts.

First: We try to help advertisers get the best possible type effects in their advertisements so as to make them inviting to readers.

Second: We try to make up the advertising pages so as to give as great a variety of business news as possible to each page.

Third: We try to place each advertisement as advantageously as possible so as to increase its influence upon the reader.

Fourth: We try to arouse the interest of readers by printing daily articles asking them to read the advertisements and give their trade to advertisers.

These are four important first aids to advertisers.

Readers of the NEW YORK AMERICAN are very responsive.

There are so many of them that advertisers cannot fail to receive profitable returns.

Please bear in mind that NEW YORK AMERICAN readers are ONE-FOURTH of the reading and buying population of New York, and ONE-SIXTIETH of the reading and buying population of the United States.

How can any business man overlook an opportunity to make his appeal for trade to so many people who earn and save and spend and invest one-fourth of the money earned and saved and spent and invested by New Yorkers?

NEW YORK AMERICAN
DAILY and SUNDAY.

Member Audit Bureau of Circulations.

Why I Am Fighting Price-maintenance

Jobber Dissects Arguments Contained in W. H. Ingersoll's "Answer to Macy's"

By Walter A. Frey

President, Frey & Son, Inc., Wholesale Grocers, Baltimore, Md.

[EDITORIAL NOTE: Following its policy of giving both sides of vital questions, PRINTERS' INK presents to its readers the following article by the head of a house uncompromisingly opposed to price-maintenance.

The article, which was prepared at the request of PRINTERS' INK, is an answer to the one published in the May 6 issue of PRINTERS' INK by William H. Ingersoll, entitled: "The Answer to Macy's and the True Basis of Standardized Re-sale Prices." Mr. Frey's views will be read with especial interest because of the suit he has recently started against the Cudahy Packing Company, both of whom refused to sell Frey & Son, Inc., unless the latter should protect the prices.]

In giving the readers of PRINTERS' INK my views in opposition to the principle of price-maintenance, and in reply to the able article by W. H. Ingersoll, let me say that it shall be my endeavor to adhere strictly to the subject, "Should the manufacturer have the legal right to fix the resale price of his products?"

I do not want to confuse the issue by injecting into it the questions of trade-marks, patents, copyrights, etc. These matters are not germane to the subject itself, but only confuse the main point under discussion.

LAWS DON'T GIVE MAKER PERPETUAL CONTROL

The copyright, patent and trademark laws are not intended as a means to give a man perpetual control of his product after he sells it. They are intended as a protection to keep others from appropriating a valuable thing which his brain has conceived. This valuable thing may take the form of a valued invention; it may be a work of art; it may be a valuable name, or the product may be one of any number of things, conceived, planned and brought to a valuable and practical degree of

perfection, after which the originator desires and receives the protection of either the patent, copyright or trade-mark laws to keep others from stealing his product and perhaps reaping the profit from his work.

These laws are intended to keep another from making a like product or using the same name, but they cannot be used as a legal means to enable a manufacturer to say at what price his product shall be sold after he has delivered it to his customer.

Nor can the mere fact that a manufacturer has a copyright on his brand give him any such power.

Several other matters are mentioned by Mr. Ingersoll of which I desire to speak before coming to the main point.

I think his illustrations of the selling of real estate with a restrictive clause in the deeds is hardly applicable.

Real estate is a fixed thing. It is not movable like manufactured articles and is not always purchased to be resold in a day or two. Therefore, when a man buys a piece of real estate with the knowledge that there will be a restrictive clause in his deed he probably wants it for a home or a permanent investment.

If he purchased the real estate with the idea of selling as soon as possible at a good profit, the restrictive clause might be a serious detriment to him.

It is simply the difference between the investor and the trader, and when a merchant buys goods from a manufacturer he does so, not from the standpoint of the investor, but from the standpoint of the trader, and does not want any strings tied to his purchase.

I must also find exception to

Mr. Ingersoll's statement that, when he delivers his product to the dealer, he delivers "a market or demand for the product which is the manufacturer's good will in his name, brand or trade-mark attached to the product."

No manufacturer can deliver a demand for his product. The advertising has created the demand, and the dealer has the demand as a result of the advertising very frequently before he has received the delivery of the product with which to satisfy the demand.

Neither can the manufacturer take away the demand from the dealer, for, after the demand has once been created and satisfied, the withdrawal of supplies from the dealer will not take away the demand upon him. If possible he will secure the goods from other sources to satisfy it.

Neither does the manufacturer deliver any rights in his good will or trade-mark with his products.

He retains in his own possession all such rights and delivers only the actual manufactured product of his factory for so many dollars and cents. He is given the opportunity to do so in many cases, not because of any special good will or friendly feeling toward him on the part of the merchant, but by reason of the fact that the merchant has received a demand from his customers for the goods, this demand having been created by the manufacturer's advertising.

And this advertising is not in any sense of the word a favor to the merchant. It is part of the manufacturer's necessary selling expense, and the cost of the advertising is all figured in the cost of the product.

Therefore, the dealer is not placed under any obligation to the manufacturer for having done the advertising, for each dealer bears his proportionate share of the cost in the price he pays for each case of the goods he buys, although, as a matter of fact, it is the consumer who really ultimately pays for the advertising that has caused him to buy the goods. Therefore, if the advertising has created any good will for the goods, all rights

to such good will really belong to the consumers, for they have actually borne the expense of creating such good will.

Now let us speak of the subject of "advertising suffering serious setbacks through the dealer refusing to sell at the price fixed by the manufacturer."

On the contrary, to my mind, the manufacturer who starts a campaign of advertising is aided by the merchant who is willing to sell the product at a low percentage of profit. He thereby puts the product in the hands of the consumer at that much less cost, enabling the consumer to buy more of it, and thus, in turn, increasing the manufacturer's sales.

In addition to this, the manufacturer's advertising will, to a great degree, be supplemented by the advertising of the ambitious and energetic merchants who will include the product in their own advertisements in the effort to secure the business which will be created by the manufacturer's advertising.

PRICE-MAINTENANCE PROTECTS THE INEFFICIENT DEALER

It is true some dealers may not sell as much as others. There are always some slow and lazy dealers, who stand by and let the energetic ones take their trade away. But the total consumption of the article will be greater through this co-operation of manufacturer and dealer than by the method of price-maintenance. Price-maintenance practically amounts to nothing more or less than holding the umbrella over the head of the merchant who is too lazy or "dumb" to hustle for business, but who only desires to keep a shop to hand out the goods his trade wants, caring not about the size of the business he does, as long as he makes a fair living. Such a merchant rests secure in the knowledge that the manufacturer will be his guardian angel and will not permit his competitor to attract any of his trade away from him by selling goods cheaper than he does, regardless of whether his competitor works

harder, does business at a lower operating cost, sells for cash or does any or all of the numerous things which enable some merchants to offer goods at more attractive prices than those who either have not the inclination or ability to do those things.

THE TURNOVER IS WHAT COUNTS

I believe in the principle of volume of sales instead of percentage of profit. This is the age of big business conducted at such a low operating cost as to enable me to sell goods at a lower percentage of profit over cost than my competitor. I believe I am entitled to such benefits. The percentage of profit that I must secure on each article will vary according to the quantity of the goods I can sell. On the well-advertised brands, for which there is a big sale, the percentage of profit will be much less than on the poorly advertised article. The capital invested is turned over much more frequently and the total profit on the well-advertised article will be much greater at the end of the year's business than on the poorly advertised goods.

Consequently, is not the dealer merely displaying good business judgment by selling an article at twenty-four per cent profit, when he can sell twice as much of it as he can of the article on which he makes a profit of thirty-nine per cent? And has he not undoubtedly been a good friend of the manufacturer if he has enabled the public to buy \$1,000 worth of the manufacturer's goods for \$890, thus enabling the public to purchase \$110 worth more of the goods than they otherwise could?

The manufacturer makes the profit on this added business through absolutely no efforts of his own.

Mr. Ingersoll himself admits that it is really immaterial to the manufacturer if his product passes over the counter of one dealer or another in order to satisfy the demand the advertising creates. Would it not, then, appear to be the part of wisdom for the manufacturer to market his product

through the dealer who is willing to co-operate with him by selling the product at the lowest percentage of profit possible?

Manufacturers constantly take the independent stand that it is immaterial to them if this dealer or that dealer will or will not handle their goods. They say advertising will make the demand, and if one dealer does not satisfy it, the other will be glad to do so.

Yet, when advocating the price-maintenance plan, they say, "We can't let you cut the price, as this dealer or that one will not handle it if you do." Is this consistent?

But let us get to the kernel of the subject.

Why should manufacturers be given the power to dictate to the wholesaler and retailer the price at which his products should be sold?

Why should not the retailer, who pays cash for his goods and hauls them on his own horse and wagon—the cost of maintaining which he pays—have a right to secure his goods at a lower cost than the retailer who has the jobber's salesman call for the order, then has it delivered on the jobber's wagon and takes thirty or sixty days to pay for the goods?

Should not the latter retailer be expected to pay a sufficiently higher price for his goods than the former, to justify the jobber paying the salesman's salary and expenses, the cost of the delivery and the expense of carrying the account?

Likewise, should not the jobber doing business in the former manner have the right to sell at a lower price than the one doing business on the latter plan?

Would not the giving of the right to fix the resale price of goods act as an absolute check on any ambitious jobber who may desire to build up a large business?

Would it not amount practically to saying to anyone about to engage in the jobbing business: "Yes, you can go into the jobbing business if there is enough room left for you in your immediate territory. But you can't expect to get very big, for you can only

sell goods within a fixed radius, inasmuch as the freight rate from the other jobbing points is less than from your point, and the trade naturally will not buy from you. And you know we won't let you sell any cheaper than the jobbers there or we won't supply you, regardless of the fact that you buy car lots and thus buy cheaper than they do."

What incentive would there be to go into business under such conditions? Where would our country be if such practices had always been in force?

Where could there be a greater exhibition of actual restraint of trade?

What would be the future if the courts legalized and allowed such practices?

We would soon see formed the most gigantic trust yet dreamed of. The "manufacturers' trust," formed by the consolidation of the leading manufacturers of branded articles, which, backed by the enormous wealth thus brought together, would be enabled to dictate and direct the business of the entire country, in so far as concerns the distribution of branded manufactured products.

Competition could be stifled and the public forced to pay tribute to a few in a manner never before heard of.

We look for a satisfactory solution of the whole problem.

We believe the laws are now on the statute-books to cover the question.

In discussing this subject there are always some who say, "Yes, but, granting all you say to be true, what solution of the question have you to offer that would be satisfactory to all concerned?"

Others might say, "You, as a wholesaler, depend on the retail merchant who is not big enough to purchase direct from the manufacturer for the outlet for your goods. Are you going to place him absolutely at the mercy of the large retailers, chain stores and department stores?"

No, we are not going to do anything of the kind. Neither are we among those who find fault with present practices and exist-

ing conditions without being willing to take the responsibility upon ourselves of suggesting proper remedies.

In the first place, the recent Clayton Act distinctly grants the manufacturer the right to regulate his prices according to the quantity purchased and the difference in cost of transportation between different points of delivery and the point of manufacture.

QUANTITY PRICES ILLUSTRATED

Let us, then, use as an illustration that the firm of Smith & Company is manufacturing a soap on which they will place a selling price of \$3.40 f.o.b. factory in carload lots, containing 500 boxes.

We presume everyone will grant that it will cost Smith & Company more to handle the car of soap if sold in two orders than in one lot.

If sold in one lot, the car will no doubt be loaded at the factory, making no cost of drayage, whereas, if it is shipped in two lots, it would mean two less-than-carload shipments, which usually means the drayage of the goods to the freight station.

In addition, the cost of handling the soap will be less, as the car lot will be loaded in the warehouse, whereas the less-than-car lots must usually be loaded on drays in a costlier fashion.

Again, there will be more clerical work, two credit risks instead of one and more selling expense.

It is, therefore, reasonable to say that the party buying less-than-car lots should pay more than the party who purchases in car lots.

This difference in cost will likewise exist between the party buying half a car and the party buying, say, 100 boxes, and so on down to the one-box buyer.

Why, then, should not Smith & Company sell their goods on a scale of prices? As an illustration, we might use the following:

Car lots	\$3.40	f.o.b. factory.
250 box lots	3.50	"
100 "	3.60	"
50 "	3.70	"
25 "	3.80	"
10 "	4.00	"
5 "	4.10	"
1 "	4.25	"

(Continued on page 25)

The Engineering and Mining Journal, established 1866—the metal mining paper—goes to mine managers, superintendents, mine owners, mining engineers and metallurgists, 10,000.

Engineering News, established 1874—the engineering-contracting paper. Prolific in this field—the largest circulation at almost double the subscription price of any other paper, 22,000.

American Machinist, established 1877—the machinery construction paper—international in scope, published weekly here, weekly in Great Britain, bi-weekly in Germany, 24,000.

Power, established 1880. It goes to the men who run the power plants. The only weekly in the field, 30,000.

Coal Age, 1911. Only established four years and already the leading paper in the coal-mining field, 10,000.

**For
\$2.00**

ONE THOUSAND—

<i>Male</i>	<i>Female</i>
Clerks	Clerks
Businessmen	Housewives
School Boys	School Girls
Artisans	Stenographers
Farmers	Teachers

**Or for
\$2.00**

ONE THOUSAND—

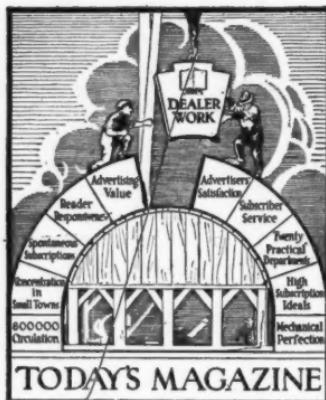
Power plant engineers or Civil engineers and contractors or Builders of machinery or Coal mining engineers or Metal mining engineers

Of course, your choice of an audience depends upon the thing you have to sell. But it is interesting to note that the *special* audience of a technical paper costs you practically no more than the heterogeneous audience of the general medium.

*All Members
of the
A. B. C.*



Hill Publishing Co.
10th Ave. at 36th St.
NEW YORK CITY



Trade Re-Advertising

WHAT is "trade re-advertising"—that new thing in magazining which is so profitable to manufacturers? What necessity forced it to the front?

Simply this:

If magazine advertising can introduce your product to consumers all over the land, why can't the magazines go a step further and introduce that product to the dealers who must stock it before you can make money?

The magazines can do it. Several of the best of them are doing it now, with **TODAY's** well to the front, and foremost in its own class. To illustrate:

TODAY's advertises you to 800,000 families and *also* to 50,000 dealers in the same towns where the families are. We simply issue a special organ to the dealers, called "**Today's Magazine for Merchants**." We also bulletin your product to 5,000 jobbers. To reach the trade through a combination of trade papers would cost you several

hundred dollars. We charge you nothing, and we parallel our own circulation as trade papers could not do. Incidentally, we bring the dealer face to face with national advertising localized to his own town, by a method we have of sending our subscribers to his store (too long to describe here).

Trade re-advertising gives the maximum of immediate sales over the counter, and—more important—provides for continuous future sales of your goods by educating the dealer in your product, having him stock it, speak to his patrons about it, and in the end push and perhaps advertise it locally himself. Intelligent co-operation is secured from him which nurses the latent demand, always larger than the immediate demand.

Last Spring we did this for 35 manufacturers. Some told us the results. Evidently the new dealer accounts thus opened will pay all the costs of the advertising in a very short time. One manufacturer got inquiries from over 400 retailers; others 200 and 300.

Trade re-advertising is practical, efficient, and the logical thing. Its success is demonstrated. All magazines should do it. It is so much a thing of simple justice to manufacturers, in developing the distribution which alone makes a campaign pay, that advertisers are justified in demanding the service.

TODAY's, leading, never following, gives greater and more efficient trade re-advertising than any other medium in its field—that of the small-town women's magazines.

Today's

FRANK W. NYE, *Advertising Director*
461 Fourth Avenue, New York

Our trade issue goes to 50,000 dealers on August 20th. Forms close July 10th. Full details on request.

"With" and "For" —see below

Some folks don't realize how powerful farm papers are for helping dealers.

Some people do not know, for instance, that over 70% of the advertisements in The Farm Journal are for dealer-sold goods.

It is also true that, as more and more manufacturers are finding out that country dealers are eager to make quick profits and frequent turn-overs, the amount of ask-your-local-store advertising is growing steadily.

Make this point stick in your mind by remembering that the very great majority of agricultural implements, etc., are sold through dealers. Indeed, the proportion of for-the-dealer advertising already appearing in The Farm Journal is a valuable argument for the manufacturer's salesmen to use on retailers, whose experience may thus be turned to the advertiser's advantage.

As the paper which does best *with* the consumer you may be sure that THE FARM JOURNAL will also do best *for* the dealer!

On this scale of prices Smith & Company can offer their products to anyone who wants to buy them without showing discrimination to anyone.

If the one-box buyer does not want to pay \$4.25 for the soap, he will, no doubt, easily find a dealer who buys a larger quantity and who will be glad to sell him at less. In this event Smith & Company will still get the sale, but getting it in increased business from the larger buyer and at just as much profit to themselves, if their scale of selling prices is properly arranged. This will apply right down the line, between the different grades of buyers.

SMALL DEALER WOULD GAIN

Someone will argue that the large stores will be able to drive the small retailer out of business if this plan were generally followed. On the contrary, the small dealer would be benefited, for the larger jobbers, buying the maximum quantity, would be in a position to sell the goods to the retailer at a price at which he could compete with the chain and department stores, owing to the retailer's low cost of operating expense as compared to their high cost.

Being able continually to compete with the "big fellows" on all lines, the small dealer could hold his trade and prevent them from securing sufficient business to be in a position to purchase the maximum quantity.

You might ask, Why sell f.o.b. factory instead of at a delivered price?

For this reason: The law says the manufacturer shall not discriminate except in so far as there is difference in cost of transportation. It would be practically impossible to name a delivered price for every point in the country. Therefore, is it not far better and more just to all to sell f.o.b. factory, where buyers of goods of like quantity purchase at the same price, but paying more or less on delivery, according to the difference in the transportation charges?

Is it not absolute discrimination against the New York buyer to make him pay \$3.40 for an article

which is sold to a Baltimore buyer at \$3.40 delivered and on which the manufacturer has paid freight of ten cents per box?

In the one case the manufacturer gets \$3.40 net for his goods, while in the other case he sells them for \$3.30 net.

We also believe that such selling methods will be of great benefit to certain sections of the country where there are at present no manufacturing establishments.

The large corporations have been in a position to destroy new industries before they have gotten a foothold by the policy of selling goods under different brands in different sections of the country and selling on the delivered-price basis.

The goods will be identical in every way except the name, yet if a new competitor starts up in a certain section the price will be reduced in that territory to such a point that the competitor cannot exist and is soon driven out of business.

At the same time the large manufacturer has suffered no loss, for when he reduced prices in the one territory they were correspondingly raised in other territory, on other brands, to make up the cost of fighting the competition in the territory where prices were reduced.

Thus, in territory where large manufacturers have secured an established business on their brands, new industries are made almost impossible in that line under existing conditions.

We believe the plan as outlined is just to everyone and devoid of any opportunity for discrimination or restraint if honestly pursued, and is a good solution of the matter under existing laws.

Clague Heads Western Agents

Stanley Clague, of the Taylor-Critchfield-Clague Company, Chicago, was elected president of the Western Advertising Agents' Association at its annual meeting in Chicago last Thursday. J. Howard Satt was chosen vice-president and James O'Shaughnessy secretary and treasurer. F. G. Cramer, E. E. Critchfield, W. C. D'Arcy, James Dunlap, E. T. Gundlach, H. H. Mallory, C. H. Touzalin and H. P. Williams were elected directors.

Civic Paternalism Helps Advertising

Last week was observed in New York public schools as "Oral Hygiene Week." An educational campaign on the proper care of the teeth was carried on in all of the schools by lectures, lantern-slide pictures and actual demonstrations. The culminating event of the week was a "tooth-brush drill" held in various city parks, at which "trophies" were awarded.

Manufacturers of tooth-brushes and dentifrices took advantage of the occasion to use special space in the New York dailies. Some of the articles thus advertised were Prophylactic tooth-brushes, and Kolynos, Colgate's and Pebeco tooth-paste.

A Philadelphia newspaper suggested that New York follow up the campaign with a "Manicure Week" and a "Cold Cream Week."

Civic Beauty and Trading Up

Dr. Daniel A. Huebsch, of the Cleveland School of Art, addressed the Cleveland Advertising Club last week on "Advertising Beauty." He appealed to the city to adopt some definite scheme of civic beautification and stick to it until Cleveland can be referred to as the "First City of Beauty."

Urging the advertising men to take an interest in the beautifying campaign, he stated that they would reap the benefit, because "When we have a public taste above the gutter level we will have to carry a better line of goods to cater to it."

Items in the De Vinne Estate

Theodore Low De Vinne, founder of the De Vinne Press in New York City, originator of De Vinne type, and a well-known figure in typography and printing throughout the United States, left a net estate of \$1,426,642 when he died on February 16, 1914, according to the appraisal recently filed with the State Comptroller.

The son, Theodore B. De Vinne, is bequeathed the bulk of the estate.

Scranton Papers Combine

In last week's PRINTERS' INK it was announced that W. J. Pattison had acquired the chief proprietary interest in the Scranton, Pa., *News*, and had become general manager. It now becomes known that the *News* has been merged with the *Republican* and will be published under the latter name. Mr. Pattison will be the active director of the paper, which is the only morning paper published in the city.

Goes with Detroit Gas Company

A. H. Schroeder, formerly with the Bunker-Martin Advertising Company, of Detroit, has been appointed assistant advertising manager of the Detroit City Gas Company.

Death of Mail-order Cigar Man

Herbert D. Shivers, head of the cigar firm of Herbert D. Shivers, Inc., of Philadelphia, known as one of the largest mail-order cigar houses in that city, died last week at his home in Haddonfield, N. J. He was 49 years old. Mr. Shivers was an extensive user of advertising space, principally in magazines, in exploiting his products.

Becomes Sales Manager of Stephano Brothers

Leo Michaels, for fifteen years with the Butler-Butler, Inc., branch of the American Tobacco Company, and recently vice-president and sales manager of the Sterling Gum Company, has become sales manager of Stephano Bros., of New York and Philadelphia, makers of "Rameses" cigarettes.

Change in "Iron Age" Cleveland Office

Percy A. Ware has resigned as Central Western manager of the *Iron Age*, and is succeeded in the Cleveland office by Emerson Findley, heretofore assistant advertising manager of the publication. Mr. Ware will take a vacation before making other plans.

Added to "World's Advance" Staff

Albert L. Cole and A. D. Howe have been added to the advertising staff of the *World's Advance*. The former has been assigned to New York City and Eastern territory, while the latter will cover Michigan and Ohio, with headquarters in Detroit.

Manufacturers' Association Elects Officers

The following officers were chosen by the board of directors of the National Association of Manufacturers last week: George Pope, president; George S. Boudinot, secretary; J. P. Bird, general manager and assistant treasurer.

Accession to Bromfield & Field Staff

Arthur O. Perlitz has joined the organization of Bromfield & Field, Inc., New York. He has been associated in the past with the Electric Vehicle Company, Hartford, Conn., and the Locomobile Company of America.

Bruggemann Leaves Magazine Field

L. G. Bruggemann, manager of the dealer service and publicity department of *Good Housekeeping Magazine*, has been appointed manager of the specialty department of Valentine & Co., New York.

Sidelight on Campbell Soups' Dealer Work Mr. Pickwick Enters the Sales Field

Joseph Campbell Company, Camden, N. J., has prepared a series of small advertisements for the local dealer's use in boosting sales. The proofs of these ads are sent to local newspapers with a letter suggesting that a representative from the paper call on the grocers and urge them to use the cuts. At the same time proofs are mailed to the grocers, accompanied by a circular which reads: "Let Us Help Boost Your Sales.—Clever Advertising Cuts Free.—Just select those numbers which you will use and we will send them to you. Then make a list of the good things and the prices you want to feature to your local newspaper, and they will do the rest. These headings are so arranged that they can be adapted to any size space you wish to use. Simply have the printer cut apart the top and bottom of the electro; insert the matter you give him, and connect the sides by a plain rule. These electros may also be used for mailing cards, circulars, etc."

New Gelatine Advertiser

James Chalmers' Sons, Williamsville, N. Y., are using newspapers in the South to advertise Chalmers' Gelatine. The suggestion is made to give the children wholesome jelly made from Chalmers' Gelatine instead of cake and pie.

In Kansas City a campaign is being conducted in the newspapers on the "Pickwick Brand" of foods. Dickens' famous character "Pickwick" is the advertising character that stands smiling at the top of the space, and makes an announcement extraordinary. The announcement reads: "Mr. Pickwick—the greatest of all judges of good food—asks you to join the Pickwick Brand of 'Good Food Boosters'. He says; 'all you have to do is to say "Pickwick" to your grocer. Then your heart will be filled with the music of the well-fed.' Mr. Pickwick further states that Pickwick Coffee, Pickwick Rolled Oats, Corn, Peas, Beans and other 72 varieties of Pickwick Pure Food Products are every one good—every one economical."

To Introduce a New Grape Juice

A series of 50-line teaser advertisements announcing "You'll know Moar to-morrow," etc., in a round, black border with legs, appeared in the newspapers of Cleveland, Pittsburgh and other cities in the Central States. Finally a large advertisement heralded a new grape juice known as "Moar." The slogan used is "It's a Grape Big Drink for a Nickel." This grape juice is sold through druggists, grocers and confectioners.

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Color and Its Relation to the Advertiser's Printing

By Arthur S. Allen

Sales Manager, Philip Ruxton, Inc., Printing Ink Manufacturer

OUR telephone rings every day, almost every hour, with requests something like the following: "Give me an Olive Brown, one that is a little more to the Green than usual. You know what I mean." "Oh, send me up half a pound and I will try it." "Make this Yellow a little darker." "Give me a Red that is dull and will look well on buff paper."

How impossible it all is. So much confusion and disappointment as well as expense it brings upon everybody. How we cry out for a standardization, a standardization that will express itself in the same language to us all.

A man wrote me from Hartford a few days ago, and asked me what was a good color to use on pink paper, also buff paper, etc. He partially answered the question by giving me the names of several colors he thought were right. How impossible it would be to tell what color ink to use with pink until you know the value or intensity of the pink paper. You might as well say to the carpet clerk, "I have a room eight feet wide and ten feet high. What size rug do I want for it?" Of course, he needs to know the other dimension. So in color Given this third dimension, the problem is a simple one.

IMPORTANCE OF COLOR RESTRAINT

Color in advertising to-day is too glaring. Most of it screams. When everybody is screaming few are attracted. We will stop at the calls of a barker at the auction sale, but we do not go in. The best that is in us calls for the soft, subdued colors, and we enjoy the effect of them. In these surroundings a bright color is very welcome, here is where it belongs. It is a real oasis.

Portion of address before Association of National Advertisers, at Cleveland.

Run your eye along the ads in any street or subway car. What a heterogeneous mass of color it is, and what a delight to come to a card of an advertiser who has learned the power of color restraint. There are too few of them. But there are more now than there were twenty years ago.

A middle gray of large area, with a bright bit of color surrounded by its complementary color, will always attract. In fact, the blank space is just as important as the color, often more so.

I had the pleasure of attending the dedication of the Albright Art Gallery in Buffalo several years ago. This museum of art is built of white marble, and is considered the best gallery of the kind in America. It is the first building in which diffused light was used. The plain marble walls reflecting the soft white light were most impressive.

F. Hopkinson Smith was the principal speaker. When introduced he arose, looked about the hall for full half a minute, then said very deliberately, "If the World's Fair at Chicago taught the American people nothing less than the beauty of a plain surface, it was worth all it cost." If every man would do the best work in his respective branch, he should learn both the beauty and value of a plain surface. I cannot make this too emphatic.

You probably believe in the principle, but say that it does not apply in your particular case. Your trade does not want it. You must call loud and long or else they will not hear. Few have found the beauty and success of simple lines, plain and truthful statements, set in readable type on a well-spaced page in good balance of color.

Writing from Samoa to Sidney Colvin in London, Robert Louis

You would not hesitate if you were offered a dollar and a quarter for one dollar. You paid for a net paid circulation of 700,000 copies in the May 8th issue of Collier's. The net paid sales were 852,182. This is 152,182 copies in excess of our guarantee. Your dollar is now worth \$1.21 in Collier's.

5¢ a copy
Collier's
 THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

A. C. G. Hammesfahr

COLLIER'S CIRCULATION
 ISSUE OF MAY 8TH.

Press Run	878,000
Gross	877,624
Net	862,435
Net Paid	852,182
Member A B C and Quoin Club.	

"The Amazing Widow," a sprightly serial by Anne Warner, begins in *Collier's* for June 12th.

Specify Warren's Coated Printing Papers

*Cameo-Dull Coated—Lustro-Fine Glossy
Cumberland-Glossy—Silkote-Semi Dull
Printone-Imitation Coated*

They are the finest papers made for the very best printing work—booklets, catalogs, folders, price lists, announcements, envelope stuffers, display sheets and cards, press proofs and all the other uses of high-grade stock. All these papers are standardized as to quality, weight, finish and color—and how much this means only the experienced buyer of printing knows. The Warren Mills, incidentally, are the first in this country to offer such standardization of their products. A line on your letterhead will bring you our special portfolio of specimen sheets and jobs. You ought to have it in your office.



S. D. Warren & Co. 163 Devonshire St.
Boston, Mass.

*Manufacturers of STANDARDS in Coated and Uncoated
Book Papers*

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

*"Constant excellence of product—
the highest type of competition."*

Stevenson says, "Perhaps in the same way it might amuse you to send us any pattern of wall-paper that might strike you as cheap, pretty and suitable for a room in a hot and extremely bright climate. It should be borne in mind that our climate can be extremely dark too. Our sitting-room is to be in varnished wood. The room I have particularly in mind is a sort of bed and sitting room, pretty large, lighted on three sides, and the color in favor of its proprietor at present is a topazy yellow. But then, with what color to relieve it?

"For a work-room of my own at the back, I should rather like to see some patterns of unglossy—well, I'll be hanged if I can describe this red. It's not Turkish, it's not Roman and it's not Indian, but it seems to partake of the last two, and yet it can't be either of them, but it ought to be able to go with vermillion. Oh! what a tangled web we weave. Anyway, with what brains you have left, choose and send me some—many patterns of the exact shade."

Where could be found a more delightful cry for some rational way to describe color? He wants a "topazy yellow" and a red that is not "Turkish, nor Roman, nor Indian," but that "seems to partake of the last two and yet it can't be either of them." As a cap to the climax comes his demand for "patterns of the exact shade."

Thus one of the clearest and most forceful writers of English finds himself unable to describe the color he wants. And why? Simply because popular language does not clearly state a single one of the qualities united in every color. Not a day goes by in our lives that the full meaning of these words of Stevenson's is not felt.

How often have you heard artists say they do not want any rules or standard to work with? Rules only hamper their work. Here again the printer gets it. We are given a gray to match, made from scarlet lake, Camboga, and Prussian blue, made in proportion as the artist happened to feel at that time. Can we match the color? Not often. And why?

Because we are dealing in different ingredients from those used by the artist. Finally when we do get the color matched we find that it has taken hours. Neither can the artist make it the second time, because he does not remember how he did it before. On the other hand, suppose the artist has used the same pigments as the ink man used, these pigments representing a given color with hue, value and chroma at a fixed point. By this process the greater part of the trouble above mentioned is eliminated. Many concerns are now working this way with much success.

Mr. Ruxton, of Philip Ruxton, Inc., in presenting the Margo Color System a few years ago, had the credit of bringing to the printer the *first standardization of color*. Like all new and important things, it has had a slow growth. It has much merit, and when intelligently used saves a great deal of time.

For centuries music has been measured and defined. The key of G is the same in London as in Philadelphia. Why not have the same recognized language in color? We are fast coming to it. We do not say in describing musical terms—cat, dog, lark, canary, mouse, etc. Then why should we use the terms for color we so often hear, such as Crushed Strawberry, Old Rose, Baby Blue, Apple Green, Rembrandt Brown, Plum, Straw, Elephant's Breath, etc.? Simply because we have no better description by which to express our ideas in color.

SEEKING THE INDESCRIBABLE

Surely these definitions are bound to and do convey an entirely different impression to different people. They invite mistakes and disappointments. A child gathers flowers, chases butterflies and craves bright colors. He is satisfied with the bright prismatic colors such as red, yellow, green, blue and purple. He soon learns that some are light, some dark, and he cannot find words to describe them. He has a red, faded cap. He cannot tell just what red it is, so is satisfied to

call it "dull red." He, like Stevenson, longs for words to describe his sensation of color. As a child becomes matured he learns to love the softer middle tones, rather than the brighter ones which pleased him in childhood.

Color, according to Mr. Munsell, of Boston, has three dimensions—Hue, Value and Chroma.

Hue is the quality by which we distinguish one color from another, as red from green, yellow or blue.

Value is the quality by which we distinguish a light color from a dark one, i.e., white to black.

Chroma is intensity by which we distinguish a strong color from a weak one of the same hue.

ILLUSTRATING COLOR STANDARDIZATION

These three dimensions are well illustrated by a divided orange. Suppose we peel an orange and divide it into five parts, leaving the lower section connected. Then let us say that all the reds we have ever seen are gathered on one of the sections. All the yellows in another, all greens in a third, all blues in a fourth and all purples in a fifth.

Next, we assort all these hues in each section, so that the lightest are near the top, and grade regularly to the darkest near the bottom. The orange is then filled with assorted colors grading from white to black, according to their values. A slice near the top will show light values in all hues, and a slice near the bottom will find dark values in the same hues. A slice across the middle discloses a circuit of hues all of middle value, this being midway between white and black.

Two dimensions of color are thus shown in the orange, and are all that we knew about until Mr. Munsell invented, or discovered, the third and new dimension, which he calls Chroma or intensity, as before defined. This third dimension makes the measure of color complete. To show the third dimension, Chroma, we have only to take each section in turn and, without disturbing the value already assorted, grade out-

ward from the grayest (or the faded) of each value to the purest on the surface. Thus the complements of each color mix to form neutral gray in the centre of the sphere and unite in a scale of gray from white to black, from the top to the bottom.

J. M. Studebaker to Retire

John M. Studebaker, the last of the five Studebaker brothers, has announced his intention of retiring as chairman of the board of the Studebaker Brothers Company, of South Bend, Ind. Mr. Studebaker's advanced years—he is 83—is given as the reason. It is expected Frederick S. Fish, president of the corporation, will assume Mr. Studebaker's duties as chairman of the board, and A. R. Erskine, the company's first vice-president, will take the presidency. It is said that Mr. Erskine's office will be abolished. Mr. Studebaker will still retain a large interest in the company's stock.

Chalmers Advertises for Used "Fours"

An interesting direct advertising stunt of the Chalmers Motor Company is based on securing a list of owners of four-cylinder cars of other makes, who are then addressed with reference to "trading in" on a Chalmers six. After a strong argument in favor of the Chalmers, the recipient of the letter is told: "Right now we can handle 250 used 'Fours.' If yours is in good condition we'll make you an attractive offer. Use the post-card."

L. W. Ellis With Agency

L. W. Ellis has resigned as sales promotion manager of the Holt Mfg. Company, of Stockton, Cal., to open the Cleveland, O., office of the H. K. McCann Company, of New York. The agency is handling the Holt Company advertising, featuring "Oil-Pull" and other farm tractors. Mr. Ellis was formerly in charge of the advertising of the M. Rumely Company and allied concerns. G. M. Walker, Mr. Ellis' assistant, succeeds him as advertising manager of the Holt Mfg. Company.

Death of Head of Acme Tea Company

Thomas P. Hunter, founder and president of the Acme Tea Company, died last week, aged fifty-four years. The company of which he was head operates 400 retail stores in Pennsylvania and New Jersey.

T. E. Klein has been appointed representative for Cole & Freer, publishers' representatives in Chicago, and will have his headquarters in Cleveland.

AUTOMOBILE ADVERTISING*

"No tale of Aladdin's lamp is more marvelous—the full development of an industry from infancy to maturity in a decade; a decade in which merchandising methods went the full gamut of evolution. . . . Out of the troublous past is emerging a great and powerful industry, with its merchandising methods safely grounded on the solid rock of national advertising."

*From report on Automobiles, by the
Curtis Division of Commercial Research*

This industry which, free from hampering tradition and precedent, seized so early upon national advertising as its chief support, also determined early upon THE SATURDAY EVENING POST as a chief pillar in that support.

Note the growth of the advertising of automobiles, parts and

*This advertisement is reprinted from the May 13 issue of Printers' Ink for the purpose of corrections in some of the figures.

accessories in the POST as shown in the tables which follow:

Total Advertising of Automobile Classification in THE SATURDAY EVENING POST

Year	Lines	Amount
1909	83,841	\$ 298,668.46
1910	173,162	782,704.89
1911	218,855	1,218,428.11
1912	292,134	1,737,407.79
1913	316,843	2,099,495.10
1914	346,421	2,385,458.18

A further analysis of the figures shows some interesting tendencies, as follows:

Growth in Number of Automobile Advertisers and Unit of Space in THE SATURDAY EVENING POST

	1909	1910	1911	1912	1913	1914
Number of advertisers,	65	109	108	121	128	124
No. of advertisements,	274	420	517	678	628	763
Ave. unit of space (lines),	306	412	423	431	505	454
Cost of ave. unit of space, \$1,090	\$1,863	\$2,357	\$2,563	\$3,343	\$3,126	
Ave. investment per advertiser,	\$4,595	\$7,181	\$11,282	\$14,359	\$16,402	\$19,238

It is worth noting, in passing, that these sums for advertising in THE SATURDAY EVENING POST, large as they are, represent only about one-half of one per cent. of the retail sales of the industry.

There has been a steady increase in the number of large space units used, which for the past three years has been as follows:

*Number of Full Pages of Automobile
Advertisements in the Post*

1912	1913	1914
338	407	416

In 1912, 79% of the automobile advertising in the POST was in page or larger space.

In 1913, 87% of the automobile advertising was in page or larger space.

In 1914, 82% of the automobile advertising was in page or larger space.

There were in 1914 five automobile advertisers each of whom

invested \$100,000 or more in SATURDAY EVENING POST space. Never before had there been more than one.

* * *

These facts are important in their bearing on advertising plans of automobile manufacturers.

They are even more important, however, to other industries which have not as yet "run the full gamut" of merchandising evolution.

There are several great industries to which similar development is possible if they will follow the same bold lines of attack.

Manufacturers in various lines may be interested in a 36-page booklet which we have just published, entitled "The Merchandising of Automobiles." A copy will be sent upon request.

THE CURTIS PUBLISHING COMPANY
Independence Square, Philadelphia

Putting Technical Arguments in Plain English

How Some Advertisers Are Making Mechanical Explanations Understandable

By Raymond Welch

THIS advertiser tells me that his device will prevent crystallization of certain parts of my auto," declared a merchant, "but he doesn't seem to realize that my knowledge of the condition he describes is slight, to say the least. If he came right out in plain English and told me the situation and how his product would overcome it, he might have interested me a lot."

Some manufacturers are aware of the average person's ignorance of technicalities. There was a time when automobile advertisements, especially, were packed with descriptions and arguments that might have been effective with engineers, but were of no appeal to the layman. To-day there have been many striking instances where technical arguments have been put in the language of the average person without technical training.

SIMPLICITY IN TEXT AND ILLUSTRATION

Among recent examples of that sort is the series of advertisements which the Hartford Suspension Company is running, featuring Hartford shock-absorbers. In text and illustration the series seeks to show simply the action of an auto spring and the restraining effect of the shock-absorber upon it. The reader is plainly told and shown a mechanical principle without the use of technical terms and with graphic effect.

"How a Spring Works," one of these advertisements is headed. The illustration at the side of the caption shows a leaf spring being used as a bow and a man as an arrow.

"There's enough power in a good spring, if it were used as a bow, to shoot you over a tree like an arrow," says the copy. "When

four such springs rebound on a country road you suffer the sensation in a modified degree of being catapulted into the air."

Another statement found in the opening paragraph of the advertisement:

"The trouble with a spring is that it springs back. There's nothing neutral about a spring under compression. Its tendency is to go back to its normal position almost as quickly as it went."



How a Spring Works

The trouble with a spring is that it springs back. There's nothing neutral about a spring under compression. Its tendency is to go back to its normal position almost as quickly as it went.

There's enough power in a good spring, if it were used as a bow, to shoot you over a tree like an arrow. When four such springs rebound on a country road you suffer the sensation in a modified degree of being catapulted into the air.

The New Automatic Hartford Shock Absorber soothes the angry spring. When the spring is subjected to more than normal compression, the Hartford takes hold and eases it firmly but gently back to its normal position. No jar—no recoil—no stiffness—just an equalizing of spring action into long, undulating waves of motion.

Hartford

SHOCK ABSORBER

Soothes the Angry Spring

The Hartford works progressively—automatically. When spring action is slight its shock is gentle, but its compression is firm. As the force of spring action increases, this is automatically increased by a series of internal discs, engaging progressively.

Hartford Shock Absorbers add immensely to the comfort of riding; they keep the wheels on the road, reduce the chance of accidents; and they add to the life of machinery and tires.

Let us send you a book which will tell you all about the Hartford. It is illustrated completely and gives full information on all types of shock absorbers. If you want to know more about shock absorbers, send for "The Book on Tires." It is free.

Hartford Suspension Co., 575 Madison Avenue, New York, N. Y.

BRANCHES: New York, Chicago, Cleveland, Philadelphia, Pittsburgh, Milwaukee, Kansas City.

*Formerly Franklin-Shaw.



Makes
Every Road a Boulevard

COPY THAT PUTS A TECHNICAL PRINCIPLE
ON THE LAYMAN'S PLANE

This advertisement pulled eighty inquiries in three days from one medium, A. Waterman, general manager of the company, told me.

If you didn't know the principle

of the shock-absorber you wouldn't have much trouble in grasping it from this paragraph:

"Stretch a rubber-band. Let it snap back. That's the way an uncontrolled spring works. Stretch it again and ease it back gently—that's the way a Hartford shock-absorber makes a spring work."

Simple, isn't it? Or do you prefer a discussion of friction, resistance and a few more things couched in the language of a consulting engineer?

And once more. "A good, live-

tising agent, explaining the action of our products," he remarked.

"Just imagine that you could reach down in your car and put your hand on the springs," I told them. "When you strike a rut in the road, exert a pressure on the springs and instead of letting them recoil, ease them back gently by the force of your arm. That's the way the shock-absorber works." And from that start the advertisement was designed."

The Bosch Magneto Company is hammering home the disadvantages of a poor ignition system in a similar manner. In an advertisement headlined "Ford Owners: Have You This Kind of Power?" the autoist is shown just how an engine is racked by poor ignition.

In speaking of the advertisement, A. H. Bartsch, advertising manager of the company, said:

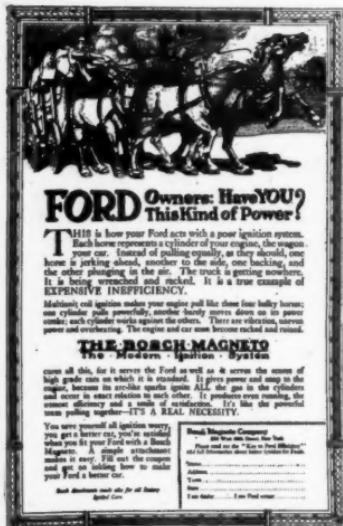
"I believe that it is a rather unusual way to illustrate and explain a technical subject that is difficult, if not impossible, to 'get over,' so to speak, when broached to the man who has just bought his motorcar.

"Perhaps you are experienced enough to know that ignition itself is a mystery to most folks, and any endeavor to illustrate misfiring in an elementary way or a way easy to be understood is almost impossible. I myself thought it could not be done until I hit upon this illustration."

The illustration, showing four horses hitched together but all pulling against each other, was accompanied by copy like this:

"This is how your Ford acts with a poor ignition system. Each horse represents a cylinder of your engine, the wagon your car. Instead of pulling equally, as they should, one horse is jerking ahead, another to the side, one backing and the other plunging in the air. The truck is getting nowhere. It is being wrenched and racked. It is a true example of expensive inefficiency.

"Multiunit coil ignition makes your engine pull like these four balky horses; one cylinder pulls powerfully, another barely moves down on its power stroke; each



THE NON-MECHANICAL MIND GRASPS THE IDEA CONVEYED VERY READILY

ly spring in effect tries to shoot you out of the car as a bow shoots an arrow. That's the way a spring works. Now imagine a giant finger pressing its cushioned tip gently on the spring and easing it back as you would a taut bow. No recoil—no jar—just a lengthening of the motion." The illustration in this advertisement showed the "giant finger" in action.

Mr. Waterman told me how the idea for that advertisement was developed.

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cylinder works against the others. There are vibration, uneven power and overheating. The engine and car soon become racked and ruined."

Then the reader is shown how the Bosch magneto will overcome the situation and give him better ignition.

Edwin A. Walton, formerly advertising manager of the Timken Companies, now advertising manager of the Burroughs Adding Machine Company, early solved the problem of putting technical phrasing in every-day language. His advertisement, headed "When Your Motorcar Takes the Curve" and illustrated by a train rounding a bend, was an example of effective treatment. In an article, "Explaining a Technical Product in Terms the Layman Will Understand," printed in PRINTERS' INK of December 17, 1914, Mr. Walton discussed this angle of the Timken advertising.

The final paragraph of that article is worth quoting:

"So if we will only remember that there is inherent interest in what the thing will do for the man who is to own it; that the men who make it are interesting; that how it works can be illustrated by simple, every-day things; that we can imagine the article itself a thing of life and personality—in short, if we retain the humanities, we can all 'put across' the most difficult technical matters in a way that pleases and brings results."

Perhaps the contrast could not be better illustrated than by two recent advertisements which have appeared. One of these is signed by the Goodell-Pratt Company and advertises an automatic drill. The other advertisement features a tool similar to that of Goodell-Pratt.

"You Push, He Twists" is the headline on the Goodell-Pratt advertisement. "Zip! and the drill bites through hardest oak in a few seconds," the copy continues. "Not like a gimlet that cramps the hand and splits the wood—it's as easy as sticking a match into cheese. Mr. Punch makes a hole that starts a screw right. He

is useful in a hundred ways around the house."

Contrast the above with this copy, which appeared in a popular magazine:

"Head is ball-bearing. Ratchet is protected against injury. Sweep handle is always free-acting. Patent cup-washer holds chuck to sweep without working loose.

THE TOOL IN THIS ADVERTISEMENT IS MADE ANIMATE

Jaw-socket of chuck made from bar steel. Chuck-shell reinforced at the lip and shaped to fit hand. Jaws hold with bulldog grip and center with unusual accuracy."

Which example is clearer to you?

And in the publication which carried the second example an advertisement of Goodell-Pratt, with practically the same copy as quoted here, was run.

Both companies are going after general readers for tool business. One puts the sales argument in an understandable, human-interest way; the other uses the technical language of the trade, which some experienced advertisers confine to the follow-up, where the limited public interested in purely mechanical features may be appealed to more economically.

Lumber to Be Trade-marked

Another great industry has forsaken the argument that there is nothing about its product to warrant trade-marking, and has come out in favor of identifying the product. At a meeting of the Southern Cypress Manufacturers' Association recently held in New Orleans, it was voted to adopt an association brand, and a committee was appointed to draw up and register the design.

This association has been active in an advertising way for some time, *PRINTERS' INK* having already published a description of the educational work conducted for cypress. The decision of the manufacturers to trade-mark the lumber, as well as increase the advertising of it, is believed by those in touch with the lumber situation to mean that the next few years will see a number of individual manufacturers as well as associations following suit. In fact, several are even now contemplating the move.

It is believed by lumbermen that trademarking the product will identify the product to the consumer, and protect all interests against the common evil of inferior substitutes. It will also make the mill responsible for the grade shipped. It is also believed that in time the registered mark will come to signify in the consumer's mind a certain grade and quality and he will come to recognize the manufacturer, and come to depend upon the trade-mark. The idea of using the trade-mark in connection with advertising, it is believed, will tend to standardize the quality and stabilize prices.

The advertising campaign which the association has been conducting was given credit by the association for having saved the cypress situation, and its continuance was assured by those who have been active in contributing to the fund in the past. Charts were shown to prove that the advertising had the effect of doing away with "off seasons" and leveling the sales curve. One of the indirect results was that it had caused members to make an added effort to live up to their advertising.

To Interest Boys by the Savings Appeal

The Louisville, Ky., Gas & Electric Company is using page advertisements in the Louisville newspapers in a campaign to organize a "Schoolboys' Gas-heating Sales Class." The plan is that all boys enrolled in the Louisville schools, not less than ten years old, may join the sales classes and they are then paid commissions ranging from five to ten per cent of the cost of the equipment for getting people interested.

Every boy who enrolls in the gas-heating classes will be presented with a bank-book and a savings account will be opened in the boy's name. All commissions paid will be deposited to the boy's account. The account will be strictly under the boy's control. The bank has offered to add a bonus of \$1.00 to each boy's account, provided he has standing to his credit the sum of \$20.00 on July 1, 1916.

Use Newspapers to Fight Rail-way Legislation

Further evidence of the tendency of big interests to lay their case before the people direct through paid advertising is seen in the campaign being conducted by the railways of Illinois to fight a bill now pending in the Illinois legislature to limit freight-trains to fifty cars.

To combat the bill, the railroads are using half pages in the newspapers pointing out that the effects of the bill would be just the opposite to what its promoters contend. "The proposed legislation," declares the advertising, "would not tend to reduce, but would tend to increase, the number of accidents. A reduction of the length of trains would obviously make it necessary for the railways to run more trains to handle the same amount of business. Common sense suggests that under any given conditions, an increase in the number of trains would make it harder to prevent collisions and other accidents, and will therefore tend to increase the number of persons killed and injured on railways." This argument is supported by statistics of the Interstate Commerce Commission.

Having shown these figures and proved this point, the advertising then lays the cards on the table and tells who is behind the bill: "The real purpose of this proposed legislation, which is being promoted by certain labor organizations, is not to promote safety, but to increase the number of men the railways must employ, and its passage would cause an enormous increase in railway expenses." One of the advertisements was captioned "A bill to increase accidents on railways."

Canadian Newspaper Man Goes to the Front

Among the Canadian newspaper men who have enlisted with the Canadian Expeditionary Forces is R. F. Parkinson, managing director of the *Ottawa Evening Journal*. He holds the rank of Major in the 38th Royal Ottawa Regiment, which left Canada late in May for service in France. Major Parkinson has been on the staff of the *Journal* for the past seven years, previous to which time he was connected with daily newspapers in Montreal and Woodstock.

Annual Meeting of Six-Point League

The Six-Point League will hold its annual meeting for the election of officers, etc., on Thursday, June 3rd, at the offices of Paul Block, Inc., New York, at 2 P. M. sharp.

The year just passed has been a very active one for the Six-Point League. A good deal of constructive work for the betterment of conditions was put into operation. President Richards' report on the work of the League, it is asserted, will be exceptionally interesting.

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(Courtesy Sheldon, Morgan & Co.)

You may be generally familiar with Leslie's "ability to produce more—per dollar of advertising cost—than most of the good general mediums on almost any list."

But nowhere are there clearer proofs of both the responsiveness and the financial ability of our readers than in that hardest-to-advertise field—investments.

That we have an unusually good proportion of substantial readers is shown by the really remarkable results secured by our financial advertisers.

Many of them tell us that Leslie's is the best medium on their lists; and one of them says that among sixty mediums he has yet to find any one *half* as good as Leslie's.

This is only natural, in view of the conservative appeal of Leslie's editorially, and the consistency of our "rated sales" method of getting Leslie's read by the more substantial people in every community.

*The Audit Bureau found they numbered 381,903
in 1914; at present, our editions are 425,000.*

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's

Illustrated Weekly Newspaper

Boston New York Chicago



Full page Chandler copy reproduced from May issue—prepared by Dunlap-Ward Advertising Company.

Chandler Went Straight to the Logical Market

"Following the advice of our advertising agents," says Mr. Emise, president of the Chandler Motor Car Company, Cleveland, Ohio, "we used Successful Farming, to reach the rich Middle West farming section, logically the largest market at this time for high grade cars selling at medium prices.

"We have realized for some time the discrimination the farmer exercises in the purchase of an automobile. As a class, he is keenly interested and he knows a great deal about motor cars. We felt sure before starting our copy that the high value of the Chandler Light-Weight Six would appeal to the well-to-do farmer, for the price of the car is certainly well within his reach.

"Our first advertisement in the farm press was used in your November issue and proved exceedingly responsive.

Beginning with the first of the year, and following the good returns which came from the November advertisement, we placed in *Successful Farming* a schedule of full-page advertisements.

"We are still using Successful Farming exclusively in the agricultural field and results continue to be most gratifying."

The map below reveals the reason Successful Farming is being used exclusively by the Chandler Company and why it has produced such good results—it covers the Great Wealth Producing Heart of the Country.

This is one of a set comprising more than sixty maps, which are being used by hundreds of advertising men.

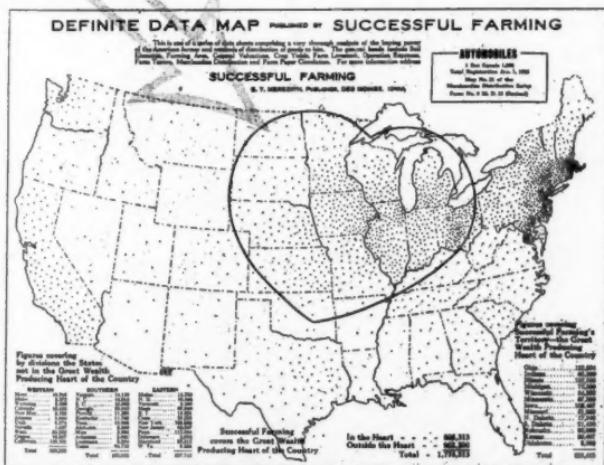
Would you like a set?

E. T. MEREDITH
Publisher

Successful Farming

Chicago Office
1119 Advertising Bldg.

New York Office
1 Madison Ave.



Definite Data Maps showing distribution of automobiles by states on Jan. 1, 1915. One dot represents 1,000 cars.

Determining the Advertising Appropriation

By George E. Batten

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SALES AND ADVERTISING

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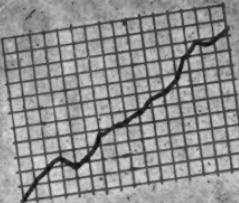
Necessity—Every family n-
have it.

Utility—Most families should
have it, but can do without.

Luxury—No one needs it. Few
can afford it

Manage-

Company



Experience has proved
over and over again that
when times are hard it is
the advertised brands of
goods which hold up best
on the sales chart.

The reason is obvious. The
first law of economy is to
buy only those things in
which you have the greatest
confidence.

Good advertising builds
confidence.

GEORGE BATTEN COMPANY

Advertising

381 4th Ave., at 27th St.

NEW YORK

Tremont Bldg.

Boston

208 S. LaSalle St.

Chicago

OFFRE CHANGES HIS DRIVER.

Not Too Reckless—Now the ~~the~~ *on the* ~~the~~ *listing* ~~the~~ *competition*

*Necessity—Every family n-
have it.*

*Utility—Most families should
have it, but can do without.*

*Luxury—No one needs it. Few
can afford it*

*the margin of profit between the
ready-to-sell cost and the average
net price received.*

*Out of this margin must come
the regular sales force expense,*

Divergent Views of Decrease in Post-Office Receipts

The Postmaster-General Makes an Explanation Which Is Not Accepted by the Opposition

Special Washington Correspondence

PARCEL POST is "saving the day," financially, for the United States Post-Office Department! At least that is the deduction of the Postmaster-General at his latest balancing of books. The six-months' record just reduced to cold figures shows a drop in postal receipts totaling nearly half a million dollars. However, this decrease is not as much as had been predicted in certain quarters.

Opponents of parcel post have been putting the blame on the new domestic package delivery service from the time it began to be rumored that a deficit was impending. The Postmaster-General will have none of this logic. He says: "Were it not for the parcel post the deficit for the first half of the present fiscal year undoubtedly would be much larger." According to the theory of the department head, the responsibility rests with the European war and the disturbance of trade conditions whereby it has been reflected in this country.

The deficit, the cause of which is being made a bone of contention, is not due so much to the fact that postal receipts for the last half of the calendar year 1914 slumped \$456,150.49, as compared with the last half of the calendar year 1913, as it is to the circumstance that meanwhile expenditures were increasing. The disbursements for the half year just computed were \$9,136,965.79 over the corresponding six months of the preceding year. Pursuing the subject, we find, therefore, that the excess of audited expenditures and losses over audited revenues for the first half of the present fiscal year amounts to \$6,482,719.96.

MR. BURLESON AS THE "WALL STREET JOURNAL" SEES HIM

The *Wall Street Journal*, however, does not share the complacence of the Postmaster-General.

In an editorial reviewing the showing of post-office finances it says:

"Were any explanation of the attitude of the Post-Office Department toward the railroads still lacking, it might be found in the official admission that that department will have for the fiscal year to June 30 a large deficit, perhaps as much as \$20,000,000. It would be unjust to assume such a motive on Mr. Burleson's part if he had not, after rejecting the general conclusions of a Congressional commission, reached after eighteen months of exhaustive investigation, joined Representative Moon in an effort to jam through Congress a bill giving the Postmaster-General unprecedented powers, including that of confiscating railway property at his discretion; and finally engaged in a series of flagrantly unfair and misleading public comparisons between mail and express rates of railroad compensation.

"Before the parcel post was inaugurated Dr. Lorenz, of the Commerce Commission statistical staff, as a result of his own study, expressed the opinion that the roads were underpaid by not less than \$5,000,000 a year. The Bourne committee made practically the same estimate. Since the inauguration of the parcel-post service the mails have been weighed in only two of the four postal sections. In the Eastern district, for example, the mails were weighed in the spring of 1913, when the parcel service was only a few weeks old. After that weighing the weight limit was increased from eleven to twenty pounds, for all distances; and then to fifty pounds for the first two zones, the parcel postage rates being simultaneously reduced.

"The result was an enormous increase in the volume of parcel matter, drawn largely from the business of the express companies,

whose payments to the railroads were automatically cut down, Congress authorized the Postmaster-General to increase railway pay not to exceed five per cent to compensate for the parcel post, a percentage that did not begin to measure the increase in postal traffic which the department itself attributes to parcels.

"Mr. Burleson, who knew no more than any other citizen about the postal service up to March 4, 1913, insists that 'The railroads, as a whole, are very adequately paid for the service they perform.' It is necessary to say something like that if the Moon bill is to have even the semblance of justification."

In detailing how the war has played hob with postal receipts, the Postmaster-General has called attention to the fact that, in the course of the recent hearings in New York in connection with the failure of the J. B. Greenhut Company, it came out that the mail-order trade of that one concern dropped off fully fifty per cent. "The deficit," argues Mr. Burleson, in a statement just issued, "is directly attributable to the European war, which interrupted the normal growth of postal revenues. The principal losses of revenue were sustained in the receipts from first-class and foreign mail and international money-order business."

"Advertising generally fell off," adds the Postmaster-General, in tracing the causes of the slowing up, "and soon after the war began circularization for the promotion of new business practically ceased —facts which immediately were reflected in postal finance." But the Postmaster-General concludes that postal business has now turned the corner. Since last November, when the postal depression reached the worst stage, with a decrease of nearly six per cent for the month, there has been a steady improvement, with the result that by April, 1915, the decrease had dropped to little more than two per cent.

A study of the figures for the first half of the present fiscal year contrasted with those for the first

half of the last fiscal year shows that, while many other sources of revenue were failing, there was an increase of considerably more than half a million dollars in the receipts from second, third and fourth class mailings in bulk. Of the money paid out by the Post-Office Department during the period covered by the latest statistics, a total of more than \$25,000,000 went for rural free delivery—a bigger outlay than for any other one item except railroad transportation.

Convention of Pacific Coast Clubs

The Pacific Coast Advertising Men's Association held its annual convention in Los Angeles last week. All sessions were held in the group of buildings recently vacated by a large normal school, which has moved into new quarters.

Some of the principal addresses delivered were the following: "Why an Ad Club and Why an Ad Clubber?" by R. E. Bigelow, Spokane, Wash.; "Our Clubs, Prospects and Possibilities," by S. C. Dobbs, vice-president and advertising manager of the Coca-Cola Company, Atlanta, Ga., and former president of the A. A. C.; "Commercial Art and Its Relation to Advertising," by J. Duncan Gleason, a magazine illustrator and commercial artist; "Advertising and Business," by Joseph H. Appel, advertising manager of Wana-maker's, New York; "Advertising and the Associated Clubs," by President Wm. Woodhead, of the A. A. C. W.; "The Advertising Agency as a Factor in Business Building," by C. A. Williams, of Williams & Cunnyngham, Chicago; "The Advertising Agent and the Newspaper Solicitor," by J. W. Finley, advertising manager of the Seattle *Post-Intelligencer*, and "What Is the Matter With Business?" by R. A. Holmes, sales manager of Crofut & Knapp, New York.

Court on Advertising of Will

Surrogate Ketcham, in Kings County, New York, recently decided that the clause in the will of the late Henry M. Gescheidt, providing for the publication of that document in five metropolitan newspapers, should stand. He denied an application from the Equitable Trust Company that the executor should be absolved from the necessity of publishing the will. If the executor wished to dispense with the publication of the document, the court held, it must do so on its own responsibility. It was estimated that the cost of publication would be about \$2,300. A large part of the Gescheidt estate was bequeathed to the Trinity Church Corporation to provide loaves of bread for the poor, each loaf to be stamped with the testator's name.



CIRCULATION OVER 2,000,000

The Ninety and Nine

If you advertise foods—if you advertise clothes—if you advertise any of the necessities of life that have national distribution—which would you rather have for your market—one man with a million dollars or a million with one?

Seek the crowd, Mr. Advertiser, put your appeal in those publications which have distribution where the crowd is located. Put it in those publications which by the very quantity of their circulation, prove that they are desired and read by the largest numbers.

425,000 individuals out of a total of 92,000,000 pay income taxes on \$3,000 and over. One half of one per cent of so-called class—99½ per cent mass.

THE AMERICAN SUNDAY MAGAZINE has the largest single circulation of any magazine in the United States. It reaches the 99½ per cent in great volume and by virtue of its quality it gets its full proportion of the half of one per cent. But it is the ninety and nine which keeps your factories moving and your salesmen busy.

Circulated with the following great newspapers:

NEW YORK AMERICAN
BOSTON AMERICAN
ATLANTA AMERICAN

CHICAGO EXAMINER
SAN FRANCISCO EXAMINER
LOS ANGELES EXAMINER

The American Sunday Magazine

220 Fifth Avenue
New York, N. Y.

911 Hearst Building
Chicago, Illinois

Come to Canada

THE trade revival is as obvious in Canada as in the United States. Everywhere, east and west, "better business" is the common report.

Canada's dependence on the United States for supplies and merchandise of almost every description is greater than ever before. To-day, in spite of tariffs, American manufacturers soliciting business in Canada are finding a keen demand for their wares.

Over 500 American manufacturers have established branch industries in Canada—indisputable proof of the worth of the Canadian market both now and prospectively. Their example and history should stimulate others to follow their lead.

Canada Repays Cultivation

Publishers of the undenamead daily newspapers are ready at all times to provide trade reports and other service of value to advertisers contemplating going into the Canadian field. For rates, circulations, and other desired particulars, communicate with the publishers direct, or with their U. S. A. representatives.

	NEW YORK	CHICAGO
OTTAWA JOURNAL	LA COSTE & MAXWELL 45 W. 34th Street	LA COSTE & MAXWELL Marquette Building
OTTAWA FREE PRESS	CHAS. H. EDDY CO., 5th Avenue Building	CHAS. H. EDDY CO., Peoples Gas Building
MONTRÉAL LA PRESSE	THE W. J. MORTON CO., 5th Avenue Building	THE W. J. MORTON CO., Tribune Building
MONTRÉAL GAZETTE	JOHN SULLIVAN, 5th Avenue Building	H. De CLERQUE, Mallers Building
QUEBEC LE SOLEIL	GEO. B. DAVID, Inc., 171 Madison Avenue	GEO. B. DAVID, Inc., 601 Hartford Building
ST. JOHN TELEGRAPH & TIMES F. R. NORTHRUP	F. R. NORTHRUP, 225 5th Avenue	F. R. NORTHRUP, Advertising Building
HALIFAX HERALD & MAIL	DIRECT	DIRECT
VANCOUVER PROVINCE	LOUIS KLEBAHN, I W. 34th Street	H. De CLERQUE, Mallers Building
EDMONTON BULLETIN	JOHN SULLIVAN, 5th Avenue Building	A. R. KEATOR, 601 Hartford Building
REGINA LEADER	LOUIS KLEBAHN, I W. 34th Street	H. De CLERQUE, Mallers Building
WINNIPEG TELEGRAM	VERREE & CONKLIN, 225 5th Avenue	WALLIS & SON, 1st Nat. Bk. Building
WINNIPEG FREE PRESS	LOUIS KLEBAHN, I W. 34th Street	H. De CLERQUE, Mallers Building
LONDON FREE PRESS	D. J. RANDALL, 171 Madison Avenue	ELMER WILSON, Tribune Building
TORONTO TELEGRAM	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Stager Building
TORONTO GLOBE	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Stager Building

IN CANADA USE THE DAILIES

Sawtay Turns from Big Bulk Market to Win Consumer Trade

New Campaign Begun by American Linseed Capital

LARGE space has been used recently in New York newspapers to advertise Sawtay, a new product for use in frying and other cooking. This product is manufactured by the American Cocoanut Butter Company, a subsidiary of the American Linseed Company.

Sawtay, under a trade-name, has been supplied in the past to large baking concerns, who have used it in carload lots. But R. H. Adams, president and general

movement to gain national distribution through regular retail channels. Not only grocers, but butchers as well, will be made distributors.

In Europe a butter of nuts, a product similar to Sawtay, is used in large quantities. Sawtay is made from the oil extracted from cocoanut meat. The fact that it is pure vegetable fat is being featured by the company in its advertising.

By investigation and preliminary work it was discovered that there was a market for a cooking-fat like Sawtay that was almost without free fatty acids. For several months demonstrations were given in Greater New York department stores. Every effort was made to get the public's opinion of the product.

Persons whose names were obtained at the demonstration counters were sent letters, asking them to answer a list of twenty-four questions which were attached. These questions considered every possible angle of the product. The jar, the name, the product itself—all were considered.

From the replies received the company was able to make the changes it thought necessary, and the advertising campaign was begun in earnest.

The links in the company's chain extend from Manila, through San Francisco and Chicago, where the plant is, to New York, where the financial interests are located.

Newspapers in the larger cities



SAWTAY WAS INTRODUCED TO THE PUBLIC BY LARGE
NEWSPAPER SPACE

manager of the American Linseed Company, has for years sensed a larger market for the product.

The present campaign to push the product under the name of Sawtay marks the beginning of a

from coast to coast will be used. Later the smaller city papers will be added to the list, and it is expected the magazines will get their part of the business in due time. No set appropriation has been made. New mediums will be added as they are decided upon by the company.

The American Linseed Company, whose money is behind the project, is capitalized for \$33,500,000. John D. Rockefeller, Jr., is one of the directors.

That there is a demand for a product like Sawtay seems to be substantiated by a recent statement of Alfred W. McCann, the New York food expert:

"A cooking-fat like Sawtay, used by bakers, confectioners and in the home kitchen, provokes a quarrel with all the illegitimate compounds that now grace the cellar and subcellar bakeries and candy factories of the United States where decency has not yet come into its own.

"The common people have no conception of the nature of these compounds which enter into the composition of crullers, dough-nuts, piecrust, biscuits, pound-cake, layer-cake, candy and even, via the homogenizer route, into ice-cream."

A talking point being used in the Sawtay advertising is that it is "kosher." In regard to this Mr. McCann remarked:

"The Orthodox Jew could eat a kosher oleomargarine made of pure vegetable oils instead of lard and beef fat, yet, for some strange reason, the margarine industry does not seem to be wise enough to manufacture such a product."

Although it might be thought that such an appeal would not influence Orthodox Jews to use Sawtay, B. T. Babbitt, the soap manufacturer, has found it effective. The kosher stamp on Babbitt goods has resulted in fifty per cent increases in sales to Orthodox Jews in some districts.

The company behind Sawtay believes that, owing to the fact that it is a vegetable fat, and not a hydrogenated oil, it will capture at the outset a big slice of Jewish trade. Scientific copy will

be used to convince other consumers of the value of using a pure vegetable product.

The purity of the product, its value as a health food and its asserted superiority over animal-fat products will all be hammered over and over again in the copy.

Another Blow at Fraudulent Business

Governor Charles S. Whitman, at Albany, has signed the New York State bill, now becoming a law, which prohibits the use in trade by other persons of any name without the consent of the person whose name it actually is. The amendment reads:

"No person or persons, not already using, shall hereafter use or file a certificate for the use of any family, name or names, or simulated spelling thereof, to carry on or conduct or transact business in this State unless the name, or one of the names, so used or intended to be used is the true or real name of the person or one of the persons conducting or intending to conduct said business, or said person or persons are successors in interest to the person heretofore using such name or names to carry on or conduct or transact business, in which case the certificate filed shall so state. This act shall take effect September 1, 1915."

Death of Clarence W. Seamans

Clarence W. Seamans, organizer of the firm of Wyckoff, Seamans & Benedict, died Sunday at his country home in Massachusetts, aged 61 years. The Remington Typewriter Company was organized in 1886 to succeed the original manufacturing company, and Mr. Seamans was chairman of its board of directors at the time of his death.

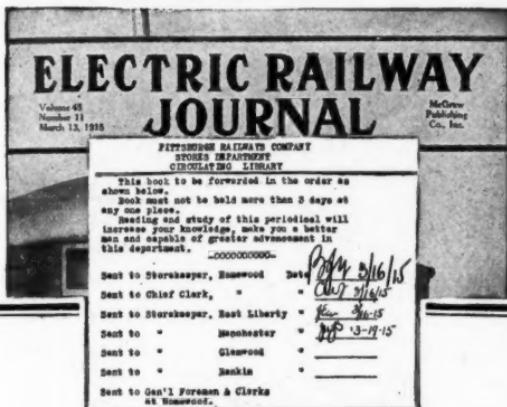
Accessions to Nichols-Finn Staff

W. E. Cameron and R. N. Cushing have joined the organization of the Nichols-Finn Advertising Company, Chicago and New York. Mr. Cameron is a copy writer who has been with N. W. Ayer & Son, while Mr. Cushing was a space buyer with Lord & Thomas, with whom he has been connected for ten years.

St. Louis Brewery Begins Advertising Campaign

The Chappelow Agency, St. Louis, is handling an appropriation for newspaper, billboard, electric sign and direct advertising for the Hyde Park Brewery, St. Louis.

Albert W. Brownell, of *The Countryside Magazine*, is covering the territory previously in charge of Ernest F. Clymer, who retired from the magazine June 1st.



Little Journeys with the "Journal"

[1—Pittsburgh]

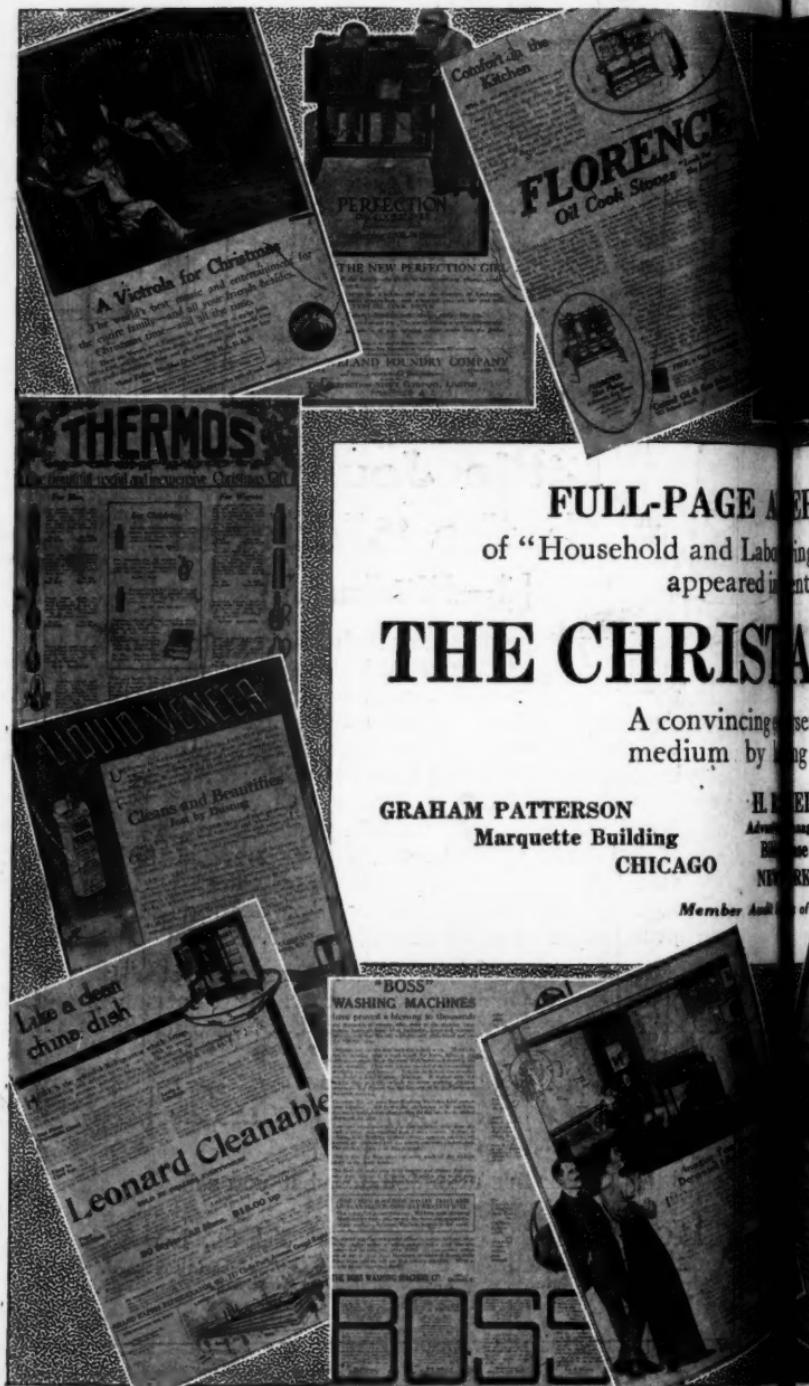
Observe how the Pittsburgh Railways Company label the copy of Electrical Railway Journal which they circulate weekly among seven of their important men. This is but one of the 45 paid-for copies which go to this road on which other subscribers include the President; Vice-President; Treasurer; Controller; General Manager; Chief Engineer; Superintendents of Overhead, Claims, Equipment, Maintenance of Way, and Transportation; Division Superintendents; Master Mechanic; General Agent, Traffic Agent; Stores Department and the principal assistants all along the line.

Not long ago, the General Manager wrote "I would not be without your paper. It is not only of interest as a weekly resume, but it also makes a most valuable reference book."

Pittsburgh is typical. The Journal gets similar attention from 99% of the electric railway mileage.

Center this attention on what you sell.

McGraw Publishing Co., Inc., 239 W. 39th St., New York
*Electric Railway Journal. Electrical World. Engineering Record.
 Metallurgical and Chemical Engineering.
 Members Audit Bureau Circulations*



The Sperry Magazine

Published for the Woman-Who-Buys

**Is Unique in its Plan, Purpose,
Distribution and Dealer-Influence**

THIS new National Monthly reaches buyers only—buyers of **your** goods, if you make anything that is used by the family or bought for the home.

Thousands of progressive Dry Goods merchants the country over will advertise "Sperry Magazine Days" **every month**, in their local dailies and their windows, and will distribute the magazine to their customers.

Women-Who-Buy will read The Sperry Magazine because it is *good*—and ask for succeeding issues because they are interested in its fiction, its styles and its useful information.

*Tell your Business Story to
The Woman-Who-Buys in*

The Sperry Magazine
2 West 45th Street, New York

Rates and interesting information for the asking

WILLIAM STARR BULLOCK
Business Manager

Licking Sales "Rookie" Into Shape

Preparing the Ground for a New Force and Training the Force for a New Proposition—A Few of the High Spots in Sales Management That Have Been Receiving Attention

[EDITORIAL NOTE:—The first heroes of authentic sales history were the "born" salesmen about whose exploits we used to hear so much. We seem now to be approaching the time when there will be no heroes, or to put it another way, when all salesmen will be heroes, when they will all be raised to the same live level of uniformity. The rapid evolution of the process of sales management and its almost limitless possibilities for future development make every serious treatment of the subject of interest. The following fragmentary passages from a recently published volume of the "Modern Business" series of the Alexander Hamilton Institute are suggestive in their detail.]

IN the case of a new proposition, the most important thing in developing the sales organization is to secure a few men who can test out the details of the selling plan previously determined upon, make such changes in it as may be necessary, suggest proper equipment, work out an effective selling talk and devise the details of personal selling methods; and who can, above all, set a pace and show what can be done in the way of sales.

A man of the type described can be very helpful in studying the product, helping devise sales literature, and preparing the material with which to train other men. His experimenting is so important that the sales manager developing sales for a new commodity can well afford to spend some time with him in the field. In that way only will the sales manager be able to bolster up the weak points in his planned campaign. It is better and more conservative to give this salesman time to get into the producing class before trying to put on other men.

A sales manager for a cotton-print house who had been ridiculing the idea of spending time and money to give new salesmen a definite training course, stated

when questioned that on an average one in ten of the men he added to his selling organization eventually made good.

Contrasted with this, the sales manager of a high-grade specialty business, whose training methods were under discussion, was able to point to a class of twenty men turned out six months before, all the members of which were still with the concern and producing business.

There was a time when a man with more or less natural selling ability was hired, given a sample-case and started for his territory with a few parting instructions. This method is recognized to-day as being wasteful, both of salesmanship material and of territory. The salesman as well as the sales manager realize the advantages of formal training preparatory to field work, and, with few exceptions, the able salesman joining a new organization will welcome the opportunity to enter the training class.

TWO KINDS OF TRAINING

There should be two main divisions of the course of training: instruction at the home office, and coaching in field work. The house instruction may be further divided into a study of the fundamental principles of salesmanship, and a study of the selling methods of the particular product in question, the house policies, and of any special subject a knowledge of which may have been found essential to the selling of the product.

The coaching in the field may also have two subdivisions; the making of presentations to actual prospects by the recruit and having them criticized by the coacher; and watching the coacher make presentations and close business.

The general practice is to convene training classes at certain times of the year. The prospect of a busy season or the planning of an extensive campaign will in some cases dictate the time. It is obviously bad to complete the training of the new men during a period when business is dull or sales are difficult.

For example, the month of July is a low-peak month in specialty selling, and placing new salesmen in their territories at this time might discourage and spoil good men.

START CLASS AFTER CONVENTION

A vast experience has proved that the best results will be obtained by bringing the new men into the annual sales convention and convening the training class immediately after. The enthusiasm and knowledge gained at the convention will thus supplement that secured in the training class. New men handled in this manner get started much more quickly, and do a larger volume of business than men trained at other periods of the year.

Just as the sales manager expects that the men under him will continue studying after they have graduated from the training class, he should himself continue to look for new selling talks and new selling methods after the first field experiments have resulted in working out methods that sell the goods. Constant study is necessary, not only because improved methods will result in increased sales, but because methods used over and over again become stale to the average salesman, and he loses his effectiveness in using them. New methods, even though they be no better than those discarded, will usually result in increased business for the salesman. Later he may go back to the discarded methods and, because they again seem fresh to him, use them with old-time effectiveness.

GET TALKS FROM FIELD

There is only one source from which new selling talks can be secured—the men in the field. That does not mean that the sales manager or his assistants may not go into the field, test certain theories and, finding them satisfactory, pass them on to the organization as the results of experience. If the ideas of the house are not tested in this manner, they should be passed on to a few of the best salesmen with the request that they be tried out in field work.

For example, the salesman in an organization which has just inaugurated its first advertising campaign complained that the prospects who inquired, as a result of the advertising, knew all about the proposition from the literature sent them in response to the inquiry, and the salesmen consequently had little to talk about.

The sales manager's theory was that this knowledge on the part of the prospect was an advantage and, by relieving the salesman of the necessity of going into details, gave him an opportunity to talk in terms of advantages and results. What was needed, he decided, was a method of presentation entirely different from that necessary for the prospect who had no previous knowledge of the product.

Several of the best men in the field were communicated with, and a tentative presentation sent them with the request that they try it out. When the theory had proved workable in practice, the new method was given to all the men as the result of experience of the best salesmen.

"GINGER" VS. CO-OPERATION

A sales manager once sent out to each of his men a letter reading in part as follows: "Why did you fall down in making the sale? For your own benefit and ours, write me frankly." He was rather startled to receive from one of his men this reply: "Because I did not know my goods. You have been filling us so full of 'ginger' and 'boost' that we have not had a chance to learn anything about the goods."

Salesmen do not take as kindly to being "gingered" continually as some sales managers fondly imagine. The "ginger" idea has a place in sales management only when it has for its foundation a profound love for the men of the organization, a keen realization of their problems and difficulties, and a sincere desire to give them real co-operation.

The love of a game is innate in human nature, and in a closely knit, harmonious selling organi-

(Continued on page 73)

DURING every fifteen minutes of the business day some progressive organization installs an *Addressograph* for CUTTING COSTS and INCREASING EFFICIENCY.

IT would give me pleasure to show interested Advertising Managers this large and exceptionally busy organization.

Advertising Manager
The *Addressograph* Co.

913 West Van Buren Street, Chicago.



Tests Determining Value of Space in Trade and Technical Journals

A Workable Formula and How It Is Arrived At

By Arthur F. King

Advertising Manager, The Marion Steam Shovel Company, Marion, O.

IF some evening you will take home with you an armload of trade and technical papers and study them for an hour or two, you will surely arrive at the conclusion that advertising in these mediums is being done according to a set of very loose standards.

Every advertising man, doubtless, recalls many instances that prove this. I recall having seen in a supposedly good paper a page containing three different advertisements. One-half of the page advertised a steam roller, a quarter advertised the products of a nurseryman and the other quarter was used by a steamship company. Certainly two of those three advertisers were wasting money.

The current issue of one of the papers coming to my desk contains two advertisements for tires for pleasure cars—both big advertisers, too—and the whole paper, editorial and advertising pages, is devoted to the work of the highway engineer and road contractor.

Trade and technical paper space must be used to stimulate sales; and to do this the paper should be favorably read by the greatest number of persons who are a real authority in purchasing. When we are fishing we do not cast just anywhere in the lake; we hunt up a place that looks "fishy." In other words we investigate, then we concentrate.

ANALYSIS OF MEDIUMS IS REQUIRED OF TRADE-PAPER ADVERTISER

It is impossible to discriminate intelligently in buying space, however, unless judgment may be based on a thorough analysis of trade papers. The very term "trade paper" implies specialization—a medium aimed, concentrated if you please, on a relatively small group of firms or indi-

viduals who together make up a distinct trade or division of business.

Accordingly, if the advertiser is to secure real value in the space he buys, he must first carefully analyze the factors that govern value of circulation. They are: first, the field covered and the relative standing of the paper in the field; second, the quantity of circulation; third, the quality of circulation; and fourth, the distribution of circulation. Let us examine these four factors more closely, since they determine the kind and amount of circulation data we will require.

In order to determine the field a paper serves and its relative standing in the field we must make a first-hand investigation. In this the advertiser must draw largely from his own knowledge of the field, using as a supplementary aid a reliable directory. The further points to be covered in an analysis of this first factor are the competing papers in the same field, their distinguishing characteristics, their editorial policies, their advertising policies, their development during a period of, say, five years immediately foregoing.

A more or less complete list of competing media is usually to be found within the advertiser's own knowledge. In determining the distinguishing characteristics, however, we encounter more difficulty. For example, physical makeup plays an important part; the ratio of editorial and advertising pages, the amount of illustrative material used, the kind of paper, press-work, etc., all have a share in governing the strength of a paper in any particular field. Such data, although easy to secure, are rather difficult to compare. Their importance, however, should not be overlooked in our analysis.

Solidity

For eight years—more than 400 weeks—The Chicago Sunday Examiner has published and sold more than a Half Million copies each Sunday. Its vast and unwavering army of readers has been attracted and held by an editorial policy of unusual strength and interest.

This continuity of reader confidence is a valuable asset to the advertiser who wishes the same steadfast adherence to his product.

In more than a Half Million homes The Chicago Sunday Examiner is sold. The consistent use of The Sunday Examiner will "sell" these same people on any quality product.

Chicago Examiner

THE NEWSPAPER OF THE HOME

Eastern Office
220 Fifth Avenue
New York City

Western Office
Hearst Building
Chicago, Illinois

SALES MANAGER

Wanted—man to do creative sales work for the largest corporation of its kind.

Not only are conditions changing in this particular line, but it is desirable that the corporation should bring about a few changes of its own and establish finally its selling methods upon the most efficient plan.

It is more important that this man should have selling ability and creative force than it is that he should have a knowledge of the trade to be sold, although that knowledge would not otherwise be a drawback.

The man that is wanted should have sufficient mental elasticity to adapt himself to new and varying conditions, and sufficient force of character to carry through any policy determined on.

It will be necessary for him to live in a New England town of about fourteen thousand population, and the salary depends entirely on the value of the right man. Reply by letter only. Correspondence may be addressed in confidence to Calkins & Holden, 250 Fifth Avenue, New York.

The editorial policies of the media in any field certainly warrant careful investigation, for they are vital in determining relative strength, since the strength of any trade or technical paper lies not so much in the size of its subscription list as in the intimacy of its editors with its readers. Editorial matter should be studied from two angles, one as to comprehensiveness, forcefulness and accuracy, and the other as to its "human interest" side.

MORE THAN MERE BUSINESS

A good trade or technical paper should mean more to its readers than an extra hour or two each week—more than mere business.

Papers with nothing in them but business get dull and wearisome.

They should be kept alive and readable through proper editorial handling.

They should contain more pertinent humor, biography, etc. They should be edited from the field and not from a dusty desk in one corner of the publisher's office.

All of these points make or break the strength of business journals and their advertising value.

Few advertisers consider the advertising policies of the media they use. The reader's confidence in the advertising pages is directly proportionate to the logical, truthful advertisements in the paper. Advertisers should determine definitely, therefore, just how publishers view boastful, extravagant advertising; patent, trade-mark or copyright controversy, and all advertising that works against the best interests of advertisers as a whole.

On tracing the history of the development of a medium, the advertiser, again, has to draw largely from his own knowledge and observation. It is only logical to assume a paper showing a good, healthy development in past years will be a good, healthy medium for your advertising, and, by the same token, a paper showing a gradual decline will represent a potential danger and waste. It is rather essential that past records be investigated if we are to dis-

criminate wisely in buying space.

The second factor that governs the value of circulation is quantity of circulation. Generally speaking, total paid circulation is all that advertisers should consider of value, although in many publications a part of the unpaid circulation may be valuable.

For example, the better grade of papers have a number of regular contributors of current news items who, although they are of the same class as the paid subscribers, receive the paper free of charge. Many publishers follow the practice of sending regularly copies of their papers without charge to trade or professional societies and libraries. Also, a certain percentage of the sample copies sent out by the better-grade publishers in their subscription work is valuable to the advertiser. Aside from these, however, there is little else of value to the average advertiser.

POINTS ON JUDGING QUALITY OF CIRCULATION

After an analysis of quantity has been made we are concerned with quality, the third factor, which is perhaps the most important among the entire four, for without quality the quantity does not count for very much.

The elements which underlie the factor of quality may roughly be classed under four heads: First, the paper's relation to trade or professional associations; second, its percentage of subscription renewals; third, its percentage of subscribers in arrears, and fourth, its methods for securing subscribers. These warrant brief consideration.

Let us consider first the relation of a trade or technical paper to an association in the same field.

It goes without saying that all media are more or less related to the associations in their respective fields; but we are not particularly concerned with that phase of the subject. The official organ of any association is typical of the class I have in mind. Generally speaking, journals in official relation to an association are edited by the scissors and paste-pot method,

and accordingly have no weight with their readers. As a matter of fact there is almost always some paper better than the official organ in the same field. Then, again, the official organ is usually sent free or its subscription price is included in the association's dues, which means that the circulation is virtually in the unpaid class. And generally what a man does not pay for he is not interested in. There are exceptions, of course, but they are few and far between.

THE "HEART TEST" OF CIRCULATION

The second element—percentage of renewals—can scarcely be emphasized too much. An advertiser is quite safe in assuming a large percentage of renewals to indicate the paper's relative hold on the readers, which in terms of advertising means relatively high value; and, by the same token, a low percentage of renewals indicates a relatively low value as an advertising medium; and, what is more, a constantly changing audience, which defeats the whole principle of persistence in advertising.

Percentage of subscriptions in arrears—the third element—indicates much as to the strength of a paper among its readers, and is to be judged by the same standards as percentage of renewals. These two make up the "heart test" of circulation, and it is to the advertiser's profit if the papers on his list have "strong hearts."

The quality of circulation is to be determined very largely, also, by the paper's method of securing subscriptions. All of us have listened to a great deal of discussion about forced circulations. In the case of some advertising media, "forcing" has little relation to advertising value; but with trade and technical papers, such methods are almost sure to decrease it.

The very term "forced" seems to imply a subscription secured at sacrifice of quality. The publisher of a trade or technical paper, no matter how beneficial his editorial matter may be, can never build a circulation of real value to the

advertiser unless he secures his subscribers on the basis of what he really is—or should be—selling, namely, editorial contents. The use of premiums in subscription work generally indicates one of two weaknesses: either the editorial contents alone are not of sufficient value to sell subscriptions, or the circulation is so low as to require forcing. In either case the advertiser "pays the freight."

Subscription solicitation by mail, by canvasser, by agency, by contest, etc., are much-discussed topics. *To my mind, however, it is possible for publishers to get quantity at a sacrifice to quality by any method.* The advertiser should concern himself not with the method, but with the *motive* behind and the results of the solicitation.

DISTRIBUTION OF CIRCULATION

The fourth factor in determining the value of circulation is the distribution. Distribution includes and is divided into two classes: (1) geographic and (2) according to business or relative position in business. Geographic classification of distribution may be made in a great number of ways. For example, by section, by State, by cities of certain size, etc.

The second form of classification—that is, according to business or position in business—leads to a division of papers into two classes. Publications that are trade papers in every sense of the word, and which confine their circulation to only one business or trade, can make their classification only on the relative position of subscribers. Such a classification would run somewhat like this: owners, managers, buyers, etc.

A great many publications are not confined to one single business or trade, however, and therefore their classification must be made in two parts: First, according to different lines of work served; and, second, according to relative position of subscribers in those lines. A classification of this nature would be, in the case, let us say, of an iron and steel paper, first, by business, as iron mines,



What's Wrong With This Illustration?

The artist nicely pictured the crew in action, but he forgot the oars. Its inconsistency reminds us of the illustration used last winter in advertising a well-known make of automobile. The artist pictured the car spinning along in deep snow without Tire Chains, as though it was traveling on dry asphalt.

The majority of automobiles are now equipped with Tire Chains, and to be consistent it is necessary to picture them on the tires of automobiles in scenes of snow, mud or wet pavements.

*Write us for illustrations
of Chain Equipped Tires*

WEED CHAIN TIRE GRIP COMPANY
Bridgeport, Conn.



PUNCH

& "PUNCH" ALONE CAN CAPTURE THEM FOR YOU



If you wish to reach the British money-spending classes, better concentrate than scatter. Better, especially if you must cut down your appropriation just now, to mass in "PUNCH" than minimise in many mediums.

The majority of "PUNCH" readers at home and abroad are people of taste and means.

The prices this year are based on a guaranteed Net Sale per week of 100,000 copies, but the actual Net Sale is now 50 per cent. greater. The ordinary value of "PUNCH" is cheap at regular rates, but with a bonus of 50 per cent. added it is a wonderful bargain. I would be glad to hear from you.

ROY V. SOMERVILLE
Advertisement Manager, "PUNCH"
10 Bouverie Street
London, E.C. England

blast furnaces, manufacturing concerns, railroads, etc.; and, second, as to position, such as managers, engineers, buyers, master mechanics, etc. In cases of the latter-named papers, where there is a considerable diversification of circulation, there is a tendency among some publishers to classify several weaker trades under a single group and thus make an apparently strong showing, when, in reality, the trade or line of work in which the advertiser is most interested may be but a small proportion of all that is included in one group. Here the advertiser may be easily misled.

WHERE TO LOOK FOR CIRCULATION DATA

Having now analyzed circulation, we must next determine the sources from which data may be secured.

In my work I have found eight sources from which data may be obtained and verified. I shall outline them one at a time—not necessarily in the order of their importance, however.

Naturally, the first source is in the field itself where the number of firms or individuals limit the circulation of the field's media. This enables us to make a definite check on circulation figures. Second is the Post-Office Department. Through the post office we are able to verify much of the data secured through other sources. As a carrier the department requires publishers to submit semi-annual statements regarding their publications; and their value and relation to the advertiser may best be determined by a brief outline of its requirements. It requires the following conditions upon which a publication shall be admitted to second-class postage rate:

It must be regularly issued at stated intervals, as frequently as four times a year, bear a date of issue, and be numbered consecutively. It must be issued from a known office of publication. It must be formed of printed paper sheets without board, cloth, leather, or other substantial binding. It must be originated and published for the dissemination of

information of a public character, or devoted to literature, the sciences, arts or some special industry, and have a legitimate list of subscribers. It must not be published primarily for advertising purposes, or for free circulation.

SAMPLE AND EXCHANGE COPIES

The Post-Office Department insists that publishers mail only ten per cent of their circulation sent to paid subscribers as free or sample copies. A publisher is allowed to send copies of his paper to subscribers who have not paid subscriptions for one year; that is, he is allowed one year to collect his money for a renewal or from a new subscriber who has signed a legitimate order for his subscription. Exchanges are considered legitimate copies, as they are a rate of pay. Advertisers' copies are considered as paid copies, because a publisher must be permitted to send copies of the paper to his advertisers, so they may be able to verify the insertion of their advertisements, although the department does not look upon the sending out of a promiscuous number of copies to advertisers with favor. It says that only enough copies should be sent to the advertisers to enable them to check up and verify the insertion of their advertisements.

If the Post-Office Department is furnished information that a publisher is misrepresenting the number of copies he is sending out to paid subscribers it will investigate the matter, and if it is found that the publisher is misrepresenting and is not furnishing a true statement to the post office of his sample copies and his paid subscriptions, his paper is excluded from the second-class privilege.

These things happen in rare cases, of course, because it is hard to prove such things against a publisher; but it has happened and the department pushes it pretty thoroughly when given information that can be investigated and verified. Of course, the department does not voluntarily go out and investigate things in regard to publications. It goes under the assumption that the publisher is

THE AYER & SON ADVERTISEMENT
(Concluded)

Kansas farmer normally gets about 60c. a bushel. But a man in Battle Creek, Mich., turns corn into corn-flakes, dresses them up in store clothes and makes many-fold 60c. a bushel.

Kansas sends to market about 100,000,000 bushels of wheat at a normal price of about 90c., milling much of it within the State. But nobody in Kansas is securing a national market through advertising flour.

Kansas sells buckwheat at about 60c. a bushel. But a concern in St. Joe, right over in the neighboring State of Missouri, puts buckwheat in packages, advertises it and builds up a profitable business on Aunt Jemima's Buckwheat Flour.

We think, with all respect to the Sage of Emporia, that there is something decidedly ailing with Kansas. It needs to be inoculated with salesmanship and plastered from end to end with trademarks.

Many opportunities for profitable development and exploitation exist in Kansas. Men with a national vision will see them—men with commercial courage will grasp them. There are such men in Kansas. They need the help of men with national merchandising and advertising experience—when these men get together, Kansas will begin to take the cash and get the credit, too.

300 Chestnut Street, Philadelphia, is the business home of a number of men with such experience. We have been remarkably successful in serving small businesses advertisingly. The small—or large—manufacturer who seeks national attention should come to national advertising headquarters. To those in Kansas and elsewhere who want to learn more of advertising and our ability to apply it, this is an invitation to write or call.

N. W. AYER & SON

PHILADELPHIA

BOSTON

NEW YORK

CHICAGO

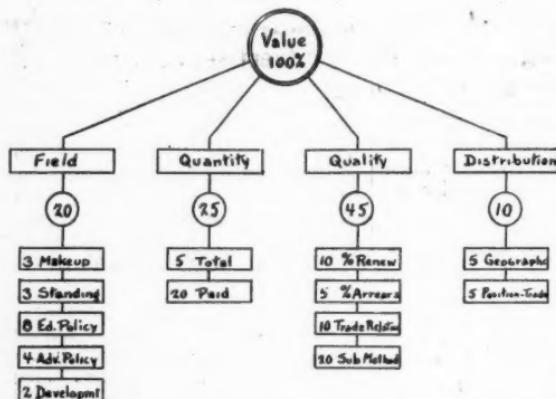
honest, unless he is proved otherwise; and very much depends upon the local postmaster. It is possible to get things through with postmasters in some cities and towns that could not be passed at all in others.

Every six months publishers have to report to the post office who the editor and the business manager of the paper are; also the stockholders in the company and their post-office addresses.

The third source of data is to be found in the solicitors for competing journals. Many times these men unconsciously drop remarks

about the A. B. C.; but the fact that it is supported by some of the broadest and keenest advertisers, agents and publishers in the country would seem to indicate that it might soon become the standard for everyone. In a number of cases at the present time, however, advertisers find it expedient to use certain papers not members of the bureau—and it must be admitted that there are several good papers in that class. This necessitates the use of a data sheet prepared by the advertiser—the eighth source of data.

The tendency these days seems to be largely toward data and not the intelligent use of it. In the case of some advertisers, securing data has developed into a kind of ceremonial to be indulged in at the expense and inconvenience of the publisher. But data—just plain data in the files—are worth absolutely nothing unless they



GRADING CHART USED IN ADVERTISING DEPARTMENT OF THE MARION STEAM SHOVEL COMPANY

that may throw light on a point the advertiser has been trying to get for weeks. Fourth, letters to the names on the advertiser's mailing-list often help to secure a lot of data. Fifth, if not colored by personal prejudice, data from non-competing advertisers may prove of help. Sixth, the firms who print trade or technical papers can often throw light on circulation figures—at least total circulation. This recalls an instance of a publisher making a claim of 12,000 total circulation when his printer's bill showed 6,500 to be the average press-run.

The seventh source of data is to be found in the Audit Bureau of Circulations, of Chicago. We all have heard a great deal of favorable and unfavorable talk

can be made to assist in a more logical selection of media. Accordingly, an advertiser's data sheet should be prepared only after a careful analysis of requirements has been made—an analysis similar to the one made in the first part of this paper. If this is done the essential points will be covered, and neither the advertiser nor the publisher will be inconvenienced unduly.

GATHERING DATA FROM PUBLISHERS

In the sheet with which the writer has worked, sixteen specific questions are designed to secure all the essential data on circulation, subscription methods, distribution, etc. Aside from these, several other questions furnish us with information as to discounts,

To the man whose business is peculiar

Congratulations! In these days it's peculiarities that pay profits—differences that earn dividends.

If your business is really peculiar you can begin where many advertisers arrive only by spending years and millions.

For advertising succeeds only when it convinces its public that there is a real difference between that which it advertises and everything else. The more numerous and notable these points of difference the simpler the problem.

Your peculiarity is the best possible foundation for successful advertising. Scratch it off your list of liabilities, and let us see if there isn't a way of writing it right at the head of the assets.

Putting this up to us won't involve expense or obligation. And you'll probably find us congenial—we're pretty peculiar ourselves and proud of it.

The Procter & Collier Co.

Advertising Agents

New York

CINCINNATI

Indianapolis

Member Audit Bureau of Circulation

Agency Wants Copy and Layout Man

We want a man who has worked in the ranks—not a correspondence school enthusiast.

Some actual practical selling experience essential.

Must be able to handle advertisements or campaign of circulars, by analyzing requirements, making layouts, and writing the kind of text that sells.

Cleverness, secondary.

Thoroughness, vital.

If idea of your worth not too inflated, here is an opportunity to connect with a medium-sized agency, having a reputation for high ideals—and living up to them.

This position will give you an opportunity for a broad, general agency experience, and bring you in daily contact with heads of concern.

If after a stated time, work is satisfactory, and you prove the kind of man wanted close to the business, an interest in the concern will be at your option.

Send samples of your work, and your life history. What you have been is quite as vital to us as what you are.

Don't leave out your age—married or single.

Your selling price, and character of your present position.

"R. L."

Box 287, Printers' Ink

closing dates, etc. Space is also provided for an affidavit to be made by the publishers, and in no case is any statement given consideration unless the affidavit is made.

The sheet is sent to publishers from four to six weeks before the list is made up, and with few exceptions it is returned promptly. Among those returned a few are not properly filled in and they are re-sent in order to give the publisher a fair chance to bid for business.

After the sheets—or rather the majority of the sheets—are returned the data are tabulated and graded, according to a definite standard, in much the same manner as a college instructor would grade his examination papers. The standard of grading is based on the analysis made previously.

To illustrate, let us take the case of two papers in a certain field (this is an actual case, although the names are withheld for obvious reasons) which, for convenience, we shall designate as "A" and "B."

"A" is the older of the two papers and it has undergone no changes in ownership or policy during a number of years. Its total circulation is 5,833 and its paid subscribers number 4,375. Ninety-five per cent of its subscribers are renewals, and its circulation is sixty per cent among owners, thirty per cent among managers and ten per cent among superintendents. No geographical distribution of circulation figures is given, however, which makes it hard for us to determine where the paper circulates.

Subscribers are solicited both by mail and by personal call, and premiums are extensively employed. The paper is the official organ of the trade association in the same field, although the dues in the association do not include a subscription. A surprisingly large number (40 per cent) of subscribers are in arrears. For years "A" was the only publication in the field, and for a long time was a thoroughly live and reliable paper; but during recent years it has shown a marked de-

cline both editorially and in point of advertising carried.

Typographically it is bad, and the paper used in it is of very poor quality, as is also the presswork. Illustrations are the exception rather than the rule; and the editorial pages are coming more and more to contain a lot of "write-ups" and "free readers," rather than strong, forceful, constructive matter pertaining to the business it serves. "A's" grade, figured for the 1915 list, is given below.

"B" has a total circulation of 4,695, and its paid subscribers number 3,286. Ninety-five per cent of its subscribers are renewals; and its circulation is ninety per cent among plant-owners.

Geographically, the circulation is distributed proportionally as to centers of the industry. Subscribers are obtained only through mail solicitation, and no premiums are used. "B" is in no way connected with any association in the field. Between two and three per cent of subscribers are in arrears.

Typographically, the paper is very poor, but as to illustrations, presswork, paper, etc., it is far above the average. Editorially, "B" is coming to hold a high place, for its matter is the kind that will be read and studied. It is a comparatively young paper; but its development has been healthy and apparently substantial.

The grades for both "A" and "B" are given below. Before giving them, however, it might be well to say that a paper failing to make a grade of seventy-five per cent is not given a place on our list:

POINTS COVERED	(“A”)	(“B”)
Makeup	0	1
Standing	3	3
Editorial policy	3	8
Advertising policy	3	3
Development	0	2
Total circulation	5	4
Paid circulation	20	15
Percentage of renewals	10	10
Percentage in arrears	3	5
Trade relations	0	10
Subscription solicitation		
methods	10	20
Distribution (geographical)	0	5
Distribution (relative position)	4	5
Total	61	91

In cases where there are a num-

To Automobile, Tire and Accessory Mfrs.

Mr. Richard A. Leavell's first "service" article for farmer car-owners appears in the June issue of American Farming. It covers "a few points often neglected in the care of the running gear of the car."

It is written in a way that the layman can understand and illustrated with drawings. There is also a Question Box for readers—query and answer in this issue being on "Summer Care of Tires."

Mr. Leavell's education and training in automobile engineering—his official connection with the Auto Extension Work of Ames Agricultural College—and his demonstration work with farmers' cars on country roads equip him to aid the rural motorist effectively.

These articles will be of material service to the farmer-owner in avoiding trouble and obtaining the utmost efficiency from his car. We believe they will also be of service to the Automobile and kindred industries.

American Farming

Estab.
1906

Duane W. Gaylord, Publisher.
Chicago

Paul W. Minnick, Eastern Rep.,
Marbridge Bldg., New York.

ber of high-grade journals in the same field an elimination may be made, if it is necessary, either by dropping those of lowest grade or by determining relative value through advertising rates.

We are compelled to do this in the engineering field, where there are a number of really good papers. The formula—which, as is known, is used by a number of

advertisers—is $V = \frac{C \times P}{R}$

ing value, C being paid circulation, P being percentage of purchasing-power circulation, and R being current page-rate. For one engineering paper the formula would work out like this: Value equals 18,681 multiplied by .24 and divided by 65.00 (which equals about 69). By figuring the "V" for all engineering-field papers and eliminating the lowest, we are able to trim our list as is found necessary.

And now as to the results of this selective process: First, the advertiser gains a more positive knowledge of the field and may, accordingly, prepare and run his copy more intelligently. Second, he is able to eliminate waste to a large degree, placing his business where it will really bear fruit. Third, he does not have to plan his campaign along the same lines as his competitor's, for his course is already plotted along safe and sane lines. If the competitor is using space in a paper that has not shown up well under investigation, all the better, there will be just that much less money to spend in good media. Fourth, the advertising manager can meet his superiors with the knowledge that he is really spending his appropriation in trade journals wisely—as if it were his own.

All of these things, and more, come as the result of choosing trade papers intelligently. It means a lot of work, of course, but the results well justify it.

Robert B. Buek, formerly of the Pratt Advertising Company, of Detroit, who has been conducting his own agency for the past year, has bought the *Gazette*, of Richmond, Mich., and will devote his time to it in the future.

Says Selling Cars on Instalments Is Impracticable

There have been this spring frequent rumors that some manufacturers of automobiles would next year adopt the plan of selling cars on the instalment plan.

PRINTERS' INK questioned several concerns on the feasibility of this method. W. C. Leland, general manager of the Cadillac Motor Car Company, thus explained the situation:

"If there is any considerable number of automobile manufacturers who intend selling cars on the instalment plan, we do not know of it. The automobile business, taken as a whole, is at this time highly prosperous from a sales standpoint. If any part of that business is on other than a cash basis, it is, in our opinion, an almost infinitesimal part. We do not think that any makers have concluded that the instalment business is wise. With the existing demand, it seems to us that the maker who adopts the instalment system does so as a matter of necessity rather than of wisdom.

"Among the objections to selling cars on the instalment basis may be cited the fact that it would demand a vastly increased amount of capital to swing it. We do not see how it would have a tendency to decrease the selling cost. It seems to us that the tendency would rather be to increase it; and without question, the cost of collections would, of necessity, be added to the selling cost. For all of these, the ultimate consumer would have to pay—the same as he does now when buying anything else on the instalment plan.

"This company has no intention of even considering the matter of selling automobiles on instalment."

Chain Stores in Price-cutting War

In Topeka, Kan., the Woolworth and Kresge stores have been engaged in a battle-royal for the control of the five- and ten-cent store trade. Recently, it is stated that the Woolworth store filled a window with goods, some of which, it is said, cost the concern \$8 a dozen, and which were priced at 10 cents each, a loss of \$1.80 a dozen. The most spectacular bargain offered by Woolworth, however, was a special sale of two-cent postage stamps at five for a nickel. Big sheets of stamps were displayed in the window with the cut price on them, resulting in almost a riot among the good people of Topeka to obtain some of them.

Begins Summer Resort Advertising

Copy of the New York Central Lines featuring summer resorts began to appear on May 15. The special resort campaign will run in the newspapers for a month. New York City papers and those in the principal cities along the system are being used. Ten pieces of copy will appear.



We've Joined the A. B. C. Because---

We want every Buyer of advertising space in the United States to Know the Facts about This *Remarkable* Publication.

We believe that the purchaser of space in a publication has as much right to know what he is buying as the purchaser of any other commodity.

We know the facts about the rapidly increasing circulation of PHOToplay MAGAZINE will make an irresistible appeal to the forehanded man who believes in buying on a rising market.

PHOToplay MAGAZINE

350 N. Clark Street
Chicago

171 Madison Avenue
New York City

The Australasian News Company (LIMITED)

The New Zealand News Company (LIMITED)

Publishers' Agents

We beg to announce that the above News Agencies have now been in operation almost two years, supplying the news trade throughout the Commonwealth of Australia, including all of Tasmania and the Dominion of New Zealand, with American periodicals as well as Literature of all kinds. The Home Office of The Australasian News Company, Limited, is at 226 Clarence Street, Sydney, New South Wales, with branches at Melbourne, Victoria; Perth, West Australia; Adelaide, South Australia; Brisbane, Queensland, and The New Zealand News Company, Limited, at 150 Wakefield Street, Wellington, N. Z., supplying all the North and South Islands of New Zealand.

We are prepared to handle all American publications and anything in our line.

Arrangements may be made through our United States Agent
THE AMERICAN NEWS COMPANY, 9-15 Park Place, New York City

Licking Sales "Rookie" Into Shape

(Continued from page 56)

zation anything is welcomed that makes a game out of business and enables its members to indulge in friendly rivalry. The sales contest satisfies that love of a game, sets a standard for the salesman to attain, sets a pace for him and thus promotes his selling efficiency.

CHANCE FOR EVERY MAN

It might be set down as a fundamental principle of sales-contest planning that every man in the organization be given more than a fighting chance to win. The rules should be such that every salesman in the organization, regardless of the volume of his production, will start out sanguine of his chances of coming out at the top. A contest which by its rules is confined to a few top-notch producers in the organization will attract little attention and create no enthusiasm in the rank and file of the organization. That means that the contest will not be an incentive to them to increase their sales.

Calculating standing by the percentage of increase over a previous period is one method of giving every salesman a chance to win. This has the disadvantage, however, of allowing the poorest producer of a previous period the best chance of winning. This may be guarded against to some degree by establishing a minimum upon which increases will be calculated. In order that the top-notch producers of a previous period may have an opportunity of winning a prize also, there should be in addition to the increase prizes one or two prizes for total sales.

It is a curious fact that salesmen will respond much more readily, and much more enthusiastically, to an appeal to their pride and desire to win a place of honor than they will to an appeal to their pocketbooks. They will strive hard for a prize the value of which put up in money would leave them unmoved.

Hotels Advertise Co-operatively

A group of hotels in San Francisco have combined to advertise, using poster displays in Pacific Coast territory. The advertisements are signed "The Associated Hotels of San Francisco," and do not mention the name of any individual hotel. The thought conveyed by the copy is that all of these hotels are good—clean, accessible, moderate in price. The visitor is urged to make his reservations immediately, through the bureaus maintained by the hotels in common.

Watch-case Manufacturer Expands

The D. Gruen Sons Company, manufacturer of Gruen watch-cases, and American agent of the Gruen watch, has increased its capital stock from \$200,000 to \$500,000, the additional stock being intended to finance an expansion in the company's business, including continued national advertising and increases in manufacturing space. The movements sold by the company are made in Switzerland.

Albert Frank & Company's New Accounts

Albert Frank & Company have secured an appropriation from the Hotel Traymore, of Atlantic City, at the present time using newspapers only.

Other accounts recently secured by Albert Frank & Company are those of the Lady Mackenzie Film Company, Sunday newspapers; the Art Film Sales Company, at present using trade papers only; and Higgins & Seiter, dealers in chinaware in New York.

Breakfast Food from Cotton-seed Meal

A local advertising campaign in Nashville, Tenn., is announced by the Dooley-Brennan Company, of Chicago, in behalf of the Martha Jones Pure Food Company. It is expected that the advertising will be gradually extended to other sections of the country.

The company, organized in Nashville, will manufacture a breakfast food that has cotton-seed meal as its basis.

Sniffen with Paramount Pictures Corporation

Frank D. Sniffen, for six years in the advertising department of the *Christian Herald*, has resigned to become general sales manager of the Paramount Pictures Corporation, New York.

Allen Handles Pyrene Advertising

C. Louis Allen, general sales manager of the Pyrene Manufacturing Company, New York, has been placed in charge of the Pyrene advertising.

Is Ginger-up Talk "Bunk"?

The "Inspirational" Appeal to Employees at Last Gets a Defender

By Harry C. Burdick

Of the American Multigraph Sales Company

AT times totaling numbers beyond remembrance, the conversation has veered to "inside" house-organs or sales bulletins, and, upon my remark that I edit a weekly publication of this character, the inevitable come-back has followed this prescribed channel, "Great heavens, man, how do you have the heart to do it! How can you, a human being with every surface indication, at least, of being sane, sensible and practical, hand out such a line of pure, unadulterated 'bunk'?" Take the huge quantity of so-termed 'ginger-up' stuff that is being thrust at a staff of well-intentioned, hard-working salesmen. The writer pulls a lot of high-falutin' spread-eagleism; soars in the unrestrained flight of his imagined impassionate eloquence; sticks in all the flowery words that he has read during the past week, and winds up the outburst with a plea to 'Come on, boys—you're the best ever—put over a big month's business.' The writer knows in his heart that it's all 'bunk'—and the poor devils who have to read it know darned well it's all 'bunk.' I am too tender-hearted to hand that line of slop to our salesmen."

TWO CAMPS

Let us see just what is the status of the so-called "inspirational" articles which are a regular feature of salesmen's house-organs—or sales bulletins—whichver you choose to call them.

There are, undoubtedly, hundreds of house publications devoted to furthering the interests of a sales organization. Many of them believe in the type of article that brought the above condemnation down upon its head. Others have adopted a policy just the contrary and have gone so far as stating in their pages their contempt for the "pep," "ginger" and

"bunk" that they say is often used in similar publications.

Before we go any farther along this line it is first necessary to define the character of the article in question. If the house-organ editor himself is of the opinion that whatever articles of an inspirational twist he may write are nothing but "bunk," they will, most assuredly, be weak, wishy-washy truffles that are greeted with the jeers of the multitude. There is no defense for this sort of strained-for-effect "ginger" talks. They are worse than useless; they are positively harmful, for they undermine the salesmen's respect for all things emanating from his house.

And I can readily conceive of such articles which fail in their effort to put across the desired effect to a staff of salesmen; just as I know there are some letters and some booklets and some pieces of magazine copy that fail in their allotted task of accomplishing a certain wished-for result. But the weak brethren of the minority should not be our index to the efficacy of the idea in its entirety.

There is all the difference in the world between the inspirational article written under forced draft and which naturally falls flat, and the true bit of inspiration that springs from the heart and carries conviction because of its sincerity and honesty.

TRUMPED-UP "PEP" FAILS, ALSO, IN FICTION AND ON THE STAGE

It is very easy to slip over the edge and get down to jelly-like "ginger" appeals. It takes the real artist to write of real sentiment or to dramatize it or to talk of it. There is every difference between the honest, true-to-humanity sentiment and the girlie mush of the June-moon-spoon variety some of

First Hand Service

The agency which can give you, as an advertiser, the most effective help is the agency which can give you the personal service of the strongest men in the actual planning and writing of your particular account.

No matter how big may be the men connected with an agency, they must personally work on *your* problems to do you any good.

"FIRST HAND AGENCY SERVICE"

This is the title of a book just off the press, which contains an interesting story for manufacturers seeking the personal co-operation of men fully qualified for the work of planning and writing advertising.

It also outlines instances of greatly increased sales resulting from our union with a number of well-known business houses.

A request on your letterhead will bring a copy of "First Hand Service" without obligation.

Ruthrauff & Ryan
Advertising
450 Fourth Ave., New York

our well-known publishers dote on.

And there is just that identical difference between the true bit of inspirational copy and the one that foozles and gets the label "bunk." I'd wager a perfectly good dollar that the man responsible for the conversation given above has, at one time or another, read some delightful classic of sentiment and marveled over it. And, too, he has probably heaved disgustedly to the consuming flames of his fireplace a "love" story, the heroine of which was named Peggy and the hero was "a typical, clean-cut American youth."

A few nights ago a play had its première in Cleveland. It is based upon the war in Europe. For three solid hours there was not one bright line to relieve the grawsome, horrible, awesome side of war it so wonderfully depicted. It was so bluntly brutal in its portrayal of the horrors of war that some of the women had to leave the theatre. It was so remarkably constructed that not a man who witnessed it would, to his dying day, ever cry for war.

But there have been other plays upon the same theme that have fallen dead flat. This particular play is gripping; it gets down and grabs at your heart; it is jammed with human appeal and interest.

It is a real bit of inspiration! There is every difference in the world between it and the play that doesn't get across. And I'd wager another dollar that my good friend who takes a crack at inspirational articles in general would fight to the hilt for peace if he should see that play, although he might ridicule a play that was flat—and I wouldn't blame him.

Take humor—my good friend has laughed and enjoyed himself tremendously at sparkling gems of real humor. And he has been most vociferous in his denunciation of near-humor that had not risen above the silly stage!

He has chuckled for weeks over a bright line from a true humorist—and received with mingled pity and disgust the feeble offerings of an alleged comedian!

Sentiment, tragedy, humor are in the same boat with inspirational articles, in that each appeals to the inner feelings or emotions of the audience. The identical stroke that constructs an impelling article of one of the first three sorts will construct an impelling article of the fourth.

I hold no brief for the alleged "ginger-up" article that falls short of its intended function any more than I applaud the weakling purporting to be sentiment, tragedy or humor that falls flat.

There is just that difference between the real inspirational article found in sales bulletins and the "almost but not quite" variety as there is between the genuine bit of sentiment or tragedy or humor and its imitation that causes mental anguish on the part of the audience.

So let me bring out this point, for I know there are many editors of publications going to a staff of salesmen who are "on the fence" concerning this question.

There may be large quantities of "bunk" being thrust at innocent and undeserving salesmen, as claimed, but, on the other hand, there is much true inspiration flowing from articles presented to salesmen.

If yours is the sort of heart-to-heart talk that says something; that carries a message; that is from the heart; is honest, sincere and true; that twitches a responsive chord of the reader, your inspirational articles will return tremendous dividends. If it is stilted, strained for effect, high-brow and really meaningless, of course, it can't make good—and nobody should expect it to.

Working for Trade Press Federation Convention

The secretary of the Federation of Trade Press Associations is urging trade papers to help swell the attendance of manufacturers, sales and advertising managers and other executives at the annual convention of the federation to be held in Philadelphia, September 7, 8 and 9. It is pointed out that the influence of the convention will be a potent factor in meeting the need for greater economy in production and distribution of manufactured products.

Teaching the Dealer to Know His Own Business

(Continued from page 8)

and at a rate higher than the jeweler could do it for himself, if he is a safe credit risk at all, right in his home town. The jeweler doesn't like to see his local patrons doing their business with out-of-town people, and the local banker doesn't like to see good business men doing their financing at high rates with far-away banks through their jobbers. He knows that the town would be better off if the home bank got the business, and he knows that the merchant, without realizing it, pays higher rates on his long credits than the bank would charge, and that it is the man with cash to discount his bills who gets the 'plums' of the wholesale market and is in a position to give values to his customers.

"But the jobbers and the manufacturers, too, will feel more secure in advancing credit to the merchant who can make the intelligent statement that is possible to the man who operates the jewelers' system."

The foregoing is quoted from the booklet describing the system of accounting for jewelry stores, which is offered by Robert H. Ingersoll & Brother. It is by far the most comprehensive system the writer has seen, and represents a very serious effort to get the dealer to appreciate the value of a system of accounts, and to raise his standard as a business man. Briefly summarized, it consists of a stock record and perpetual inventory, a sales slip itemized by departments, an outlay slip representing a voucher for money paid out, a monthly summary of daily sales by departments, a monthly summary of funds paid out, and a statement of business conditions. Additional forms are provided to show the year's progress by months in expenses and outlays, as compared with last year, time records for the repair department, invoice records, etc.



This boy and his pals are known the country over

CUT-OUTS must excite curiosity and interest.

The figure illustrated is one of a series, suitable for use as single figures or in a group and so made as to pack conveniently with shipments.

We will be glad to discuss plans of this kind with advertisers, who contemplate such work as a part of their Direct Advertising.

We are not advertising agents, but lithographers and printers, offering an intelligent service and unexcelled manufacturing facilities.

The MUNRO and HARFORD CO.

Lithographers & Color Printers
33d ST. & NINTH AVENUE
N E W Y O R K

The necessary blank forms and binders are sold to dealers at cost, and the company's salesmen give instructions in operating the system. Between four and five hundred dealers have adopted the system in the last two years.

Unlike the hardware trade, conditions in the jewelry business are sufficiently uniform to admit of a model system which can be applied by any dealer with only minor changes. The same is true of the men's clothing trade. For the past two years Hart, Schaffner & Marx have been supplying to dealers a simple system of perpetual inventory which shows on a single sheet per month the following facts at the close of each day's business: (1) Merchandise on hand; (2) new goods added to stock; (3) goods returned by customer; (4) cost of goods returned; (5) goods returned to manufacturers; (6) goods sold, less goods returned; (7) cost of goods sold; (8) gross profit; (9) percentage of profit on sales. There are additional columns for a record of the weather or special event, the total accounts receivable, collections, cash sales, and credit sales. There is space at the bottom for a recapitulation and comparison with the same period of the previous year.

This system, naturally, is not intended to take the place of a set of books, but is designed to give the dealer a bird's-eye view of the progress of his business. Reports were received from the dealers who used the system during the first year, which disclosed the fact that no dealer earned a profit for every month in the year. The poorest report received showed a net profit for the year of three per cent and a net loss for seven months. The best report showed a net profit of twelve per cent and a net loss during January and February.

It is not claimed that the instances noted above comprise the entire list of manufacturers who are performing service of this kind for dealers. The National Implement and Vehicle Association, for example, has been doing work of this kind for the past

seven years or more, and other instances might be found. But the point is that it is work well worth attempting. It results in a real broadening of the retail outlet, an increase in the buying power and the selling power of the individual dealer. It tends to reduce the number of those dealers who "switch" from line to line, and who must be sold all over again every year.

And finally, it seems hardly necessary to point out that this work results in an enormous increase in good will. The dealer is not likely to forget the manufacturer who helped him to a better understanding of his own problems, and, other things being equal, there is no doubt as to whose goods he will push.

Wanamaker Predicts Flood of Immigration

"When the war is over we are going to witness an unprecedented flow of immigration into this country, perhaps triple the usual amount," said John Wanamaker, addressing the Pennsylvania Retail Jewelers' Association last week. "Labor will be cheap. It is time for us business men to keep up our courage."

In speaking of present business conditions Mr. Wanamaker said: "People to-day are buying only three things, broadly speaking, and these are automobiles, women's apparel and shoes. They are buying automobiles because they are cheap, and shoes and clothing because they wear out and must be replaced. But there have been few changes in fashions in these lines since the war began. You jewelers, to make your sales, must follow the same methods as that of the department store in advertising."

Shortage of Dyestuff Serious

The scarcity of the dyestuff supply in America, due to the war, is causing much anxiety on the part of hosiery manufacturers all over the country. At a meeting of the Philadelphia hosiery men at the Manufacturers' Club last week it was stated that the local mills have on hand an average of from two weeks' to two months' supply of dyes, and with no further supply in sight, the situation is viewed as serious.

Tedford with Lyddon & Hanford Co.

Jas. A. Tedford has become associated with the New York office of the Lyddon & Hanford Company.



A Right Hand Assistant to Advertising Men

HERE'S an assistant that will come to you at a small salary, paid once. But it will work for you, day in and day out, in the office and out. It knows no hours, no convenience except your own. It's the

CORONA Folding Typewriter

Keep it in a drawer of your desk (yes, it's that small). After hours, when you do your best planning, take out the Corona, and write off those ideas, that copy, "direct to the machine."

Take it home for unfinished work or correspondence. Take it with you on trips. For the Corona occupies but little room in your grip, and adds only 6 lbs. to the weight.

The Corona is small in size, light in weight, low in cost (\$50), but is short none of the modern improvements that make for typewriter efficiency. It's a *real* typewriter in every detail.



Corona (in carrying case)
unfolded and ready for use.

Corona Typewriter Co., Inc., Groton, N. Y.

Dealers Everywhere

Write us for Booklet No. 19 JE and address of the nearest Corona dealer. (We've keyed this ad to see how many P.I. readers want to know more about the personal typewriter that increases personal efficiency. Are you "on"?)

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, JUNE 3, 1915

An Opportunity for the Trade Commission It is practically certain that the Federal Trade Commission will be asked to investigate the situation in the farm-machinery field, as outlined by Chairman Davies in his report to the President, which was reviewed at some length in PRINTERS' INK for May 13, and the request for the investigation is coming from the machinery manufacturers themselves. The National Implement & Vehicle Association has appointed a special sub-committee to co-operate with the trade commission to that end. E. W. McCullough, secretary and general manager of the association, writes to PRINTERS' INK: "It is our belief that the commission will consider such a request favorably, and the educational value of studying the history of these large and important lines will bring valuable results to manufacturers and merchandisers throughout the country."

We hope the invitation will be issued and promptly accepted. A study of the farm-implement in-

dustry for the past thirty years will keep the trade commission fairly busy for a while, to its own profit and to the profit of the country. Such an investigation, conducted on a comprehensive scale, will serve as a liberal education in manufacturing costs, distribution problems, service charges and credits; and the value of the trade commission as a check on wrongful methods of competition will be greatly enhanced thereby.

There seems to be a tendency in governmental circles to regard with suspicion every manifestation of co-operation among manufacturers or between manufacturers and dealers, as if it were synonymous with "combination." Attempts to instruct dealers with regard to their selling and overhead expense and efforts to standardize methods of production so as to offset the rising cost of materials and labor are likely to be portrayed as conspiracies to fix prices. We hope that the trade commission will avail itself of the opportunity to study a highly organized industry and learn to distinguish between co-operation to promote trade and combination to restrain it.

Analyzing the Buying Influence

"A New York publisher, some years ago, asked the readers of a certain novel to tell just what actuated them to purchase the book." We are quoting from an address by Herbert F. Jenkins, of Little, Brown & Company, before the American Booksellers' Association. "In the tabulation of the 500 replies which he received it was shown that only twelve per cent purchased because they saw the novel advertised, as against twenty-six per cent who bought on booksellers' recommendation; sixteen per cent purchased because they had read the author's previous books, and fourteen per cent possessed themselves of a copy on a friend's recommendation. The remainder of the 500 were influenced by various reasons, but the fact that stands out significantly is that over twice as many sales were made by the booksell-

ers' recommendation, as by direct advertising."

Now, almost any national advertiser of goods which are sold through dealers could tell the publisher that if he succeeded in getting as high as twelve per cent of his customers to admit that the advertising influenced their purchases, he was doing remarkably well, and his advertising must have made a great impression. Any sale is the result of many different influences, some of them entirely sub-conscious, and the consumer who will take the time—even if he is able—to analyze them all and ascribe to each its true importance is a rare bird indeed.

Asking the consumer what influenced him to buy a certain product is usually about as satisfactory as asking what influenced him to marry his wife. Was it her hair or her teeth or her complexion—was it what she said or the way she said it? If he tells the truth, he will probably answer "because he wanted her," and it is that way with the goods he buys. The book or the piano or the automobile was really purchased because he had been led to want it by a number of things, of which the advertising is one. But any attempt to get him to set them down in the order of relative importance is foredoomed to failure.

The Cash Value of Esprit de Corps A director of the New Haven & Hartford Railroad is quoted as saying:

"One of the phases of New Haven Railroad affairs which is intangible but of immense financial importance is that the *esprit de corps* is back to normal. Two years ago when the road experienced an unfortunate series of accidents and every locomotive break-down was exaggerated into a wreck, the morale of the road's employees was so demoralized that an engineer threw on the brakes every time he saw a crow's shadow on the track in front of him. To-day the train movement is strictly normal. Ex-

pectation of accident and wreck has been succeeded by confidence. It is safe to say that this difference is *worth not less than \$750,000 per annum* in the cost of conducting transportation."

The important relation that *esprit de corps* bears to efficiency, though it has rarely had so striking an illustration as this, is more or less understood in the business world. In fact, not a little advertising is based on it.

People whose acquaintance with advertising is slight generally imagine that an advertisement has only one target and one purpose, that its mission is to reach a given section of the public and sell them something.

On the contrary, a great deal of advertising and particularly the advertising of great public utilities, commonly has one and sometimes two other purposes, and these often more important than the ostensible purpose of selling goods or service.

One of these purposes is to place the corporation before the public in a favorable light in order that hostile criticism shall be disarmed and possible legislation of an adverse character be discouraged. Its own stockholders, too, are an important part of the public. The other purpose is to liven and encourage the force of employees.

It is hard to see, for example, how the heavy advertising of the American Telephone & Telegraph Company can produce a corresponding amount of business directly in consequence of public interest. It does naturally foster good will. But, in addition, it does give them a better and more just idea of telephone service, and it does give every telephone operator, lineman and other employee a higher sense of the dignity of his or her work and a desire to do it more efficiently.

When the Lackawanna Railroad some years ago advertised its "Courtesy to the Public," and the Wells-Fargo Express Company published a Christmas address to the public, the object in both cases was scarcely at all to get new business, but to lead its employees to take better care of the business

they already had. To have told them so directly would not have had half the good effect it had to let it come by indirect suggestion.

But the reaction on the employees and especially the sales force is a calculated effect of all good advertising. In many organizations the salesmen are even consulted beforehand as to its character and effect on the trade. It is a further refinement of this very vital matter of keeping up a high house spirit.

**Broadening
the "Sphere
of**

Influence" Other things being equal, the man who has a thousand customers is in a better position than the man who has only fifty. Though the gross business of the two concerns may be the same, still it is a great deal easier to lose fifty customers than it is to lose twenty times that number. And conversely, since each satisfied customer is the center of a little circle of good-will influence, it is evident that the influence of a thousand customers will spread a good deal farther and a good deal faster than if there were only fifty. The manufacturer who can increase the number of his customers, without radically departing from his general line, is likely to gain a considerable advantage over his competitor who keeps strictly within a restricted field.

Sometimes it can be effectively accomplished by developing a specialty which can be advertised to the general public, when the main product appeals only to a relatively small class of prospects. The profit on the specialty will pay for the advertising and the handling of the new line, and the manufacturer is practically extending his sphere of influence—increasing the number of his customers and broadening his good will—at no expense.

For example, the Broderick & Bascom Rope Company, of St. Louis, has been manufacturing wire rope for general purposes since 1875. Naturally the market for the product is restricted to those who have heavy hauling to

do, and the number of customers is limited. Not resting content, however, with reaching *only* those whose need for the product was evident at a given time, the company has extended its influence by bringing out a steel tow-rope for automobiles, known as the "Basline Autowline." This can profitably be advertised in mediums of general circulation, keeping the company's name and trade-mark in the minds of those automobile owners who have other uses for wire rope—and those who may come into the market at some future day.

Speaking for the company, Charles E. Bascom writes to PRINTERS' INK: "We have not been doing this long enough to find out just what it has accomplished, but if there is anything in advertising it seems to me that we are on the right track. I do not see how a wire-rope user can help from being influenced by the advertising which he must see in such papers as *Saturday Evening Post*, *Collier's*, *Life*, *Literary Digest*, *Review of Reviews*, *Leslie's Weekly*, *Country Life in America*, *Automobile*, *Motor Age*, and others. If he is an automobile user and buys a Basline Autowline he is either meeting an old friend or making a new acquaintance, which we believe ought to be very valuable to us."

Of course it is necessary to avoid too radical a departure from one's principal product, unless it is desired to promote a side-line without regard to its good-will value to the main business. But, under the proper guidance, there are plenty of opportunities for similar developments in many lines which hitherto have been highly restricted.

**Saks & Company Start Inside
House-organ**

J. F. Beale, Jr., advertising manager of Saks & Co., New York, is editor of "Saksograms," a monthly house-organ for the store's employees. Its aim is cooperation and helpfulness.

"Saksograms" will not be 'preachy,' the first number states. "Its mission is not to tell any one what he or she must do, but to suggest what may be done to the benefit of the individual and the store."

LIFE—24-Carat Gold

Gold 24-carat fine is the standard of purity by which alloyed metals are compared. Like all real things it is often imitated but never equalled.

LIFE, as an advertising medium, is recognized as the highest standard of value because it is real.

Editorially, thoroughly original and unique. 24-carat fine.

Its circulation methods are real—no alloys, just natural demand. At LIFE'S price or none (always with respect, of course). Like all real things LIFE'S circulation wears. The great number of readers per copy accounts for the remarkable permanency of LIFE'S value and pulling qualities.

LIFE'S methods of selling its advertising space are real—no alloys. At our price or none (also always with respect).

Firm and independent! Yes, but independence based on value and merit of our product. Withal, you will find LIFE humble to deal with.

The realness of LIFE is the reason for its strength and continual progress.

Gee. Bee. Are.

Improved Conditions in the South

Action of directors of Virginia-Carolina Chemical in restoring the dividend on the preferred stock is a reminder of how sharply and radically conditions have been mending in the South. The passing of this preferred dividend last December was up to that time the sharpest corporate shock which the upset in cotton conditions had produced.

Directors now take the point of view that conditions have probably turned permanently for the better and that stockholders are entitled to a dividend even though in scrip, especially as net profits for the fiscal year to end May 31st will be considerably better than equal to eight per cent on the \$20,000,000 preferred stock.

The passing of the Virginia-Carolina preferred dividend last December was not due to a slump in earnings so much as it was the outcome of the tie-up in collections which the paralysis of the cotton industry produced.

Virginia-Carolina Chemical is peculiarly a Southern company, making 90 per cent of its sales in the territory south of the Mason and Dixon line. But while this is true, it is also equally true that but 70 per cent of its total fertilizer sales are made to cotton-growers. The truck and tobacco uses of fertilizer are an important part of the business and are constantly on the increase. Especially this year have they been emphasized.

When the war laid its heavy hand on the cotton-grower of the South he naturally owed much money to his bank and to the fertilizer companies. Back last December the fertilizer companies had collected about 25 per cent of their 1914 sales in cash, taking cotton or other collateral for the balance.

Since December 15 there has been a steady and material advance in the price of cotton. For instance, when Virginia passed its dividend March cotton was 7.15 cents per pound. To-day the July option is 9.87, an advance of about two and one-quarter cents in a bit over four months. This means that the cotton which Virginia and other companies took in payment of last year's sales has been gradually sold at advancing prices and that the expectation of liquidation of 50 per cent of 1914 business before June 30 will be more than realized.

One thing which has helped Virginia-Carolina this year has been its excellent cotton-oil business. This it controls through an entire ownership in the Southern Cotton Oil Company. Sales of the Cotton Oil Company, both in oil and cake, have been fully up to last year, and profits have been fairly satisfactory. Few persons appreciate how material is the cotton-oil end of the Virginia company. Out of total gross in the year to May 31, 1914, of \$60,863,107, some \$35,817,825, or 65 per cent, were made by the Southern company. This end of the business does not require the long-time credits which fertilizer sales demand, nor does it tie up the large working capital which is the

especial necessity of the fertilizer industry.

By paying four per cent in scrip, Virginia-Carolina has made up the arrears in dividends for the year to May 31. It is not as good as a cash payment, but it is a distinct indication of hope that cash dividends can be resumed in the not distant future, and that the scrip payment can be cashed at some reasonably near by date.—*Boston News Bureau.*

Taxis Advertised to Win Public Favor

The newspaper advertising being done by the Shaw Livery Company of Chicago has many points in common with the campaign of the Yellow Taxicab Company of New York, described in *PRINTERS' INK* in the fall of 1913. The Shaw Company like the Yellow Taxi concern is in a dispute with the municipality over rates, the city maintaining that the rates are out of proportion with the service rendered. The taxicab officials on the other hand contend that to operate a service such as they are now giving at a lower rate would be business suicide, but have agreed to try out a smaller and lighter car on the proposed rate. These light cars will be operated by a subsidiary company. In the meantime the older company has launched its newspaper campaign, making capital out of the exceptional service it renders.

In the copy the telephone number comes in for a steady featuring. In one ad considerable stress is put on the family standing of the company's drivers. "Your driver," the copy assures you, "will be a careful man of excellent standing and family record. He will be uniformed and quick to respond to your instructions. We have no gourches. When you are through with your ride sign the ticket and that is the end of it." The slogan being used in the campaign is: "A Trustworthy Man at the Wheel."

Sozodont Advertised After Many Years

After a gap, the extent of which no one seems to know for certain, Hall & Ruckel, New York, are again advertising Sozodont with a well-defined campaign.

At present striking newspaper copy forms the basis of the campaign. The advertisers have shown in illustration and text the danger of pyorrhea, or Riggs's disease. The company's sales force has worked with the advertising. Several cities in the Middle West have been systematically covered by salesmen and advertising in the local papers.

W. Robert Smith, advertising manager, has returned recently from a trip in Middle Western States. Mr. Smith made the journey to learn the sentiment of the trade toward Sozodont. He told a *PRINTERS' INK* representative that the campaign was too young yet to be discussed in terms of results.

The copy is of the "shock" sort. "Danger Signals of Dread Pyorrhea" is the headline on one of the series.

Store Gives Advertisers' Samples by Wholesale

About forty national advertisers received valuable publicity through a scheme used by The Boston Store, Chicago. A large newspaper advertisement featured a special "Toy Store" at the remarkable bargain price of nine cents. The "Toy Store" was substantially made of heavy cardboard, and neatly printed in brilliant colors in realistic effect. It measured 10x15x20 inches.

For one day only, one toy store was sold to a customer, and the entire lot of 10,000 was sold out in a few hours. The samples and souvenirs of the national advertisers were enclosed in the store. The following represents the list of advertised brands sampled through the toy store: Postum Cereal; Post Toasties; Grape Nuts; Sunshine Crackers; Melba Face Cream; Palm Olive Soap; Sempre Giovine; Bottle of Lazell Japanese Honeysuckle Perfume; Kellogg's Toasted Corn Flakes; Union Trust Company Dime Pocket Saving Bank; Melorose Beauty Cream; Craddock's Blue Soap; Armour's Light-house Cleanser Bank; Purity Toast; Tusto Toast; Bottle Grape Smash; Crackerjack; Bottle of 8-in-1 Oil; Wheatsworth Biscuit; Babbitt's Cleaner; Old Moose Syrup; Kitchen Kleanner; 1776 Soap Powder; Bag Worcester Salt; Ceresota Flour Lead Pencil; Lincoln Brand Spaghetti; Exodor, U. S. Polish; Lincoln Brand Macaroni; The Adamant Suit Watch Fob; Ruler from the store's shoe sec-

tion; Uncle Sam's Macaroni; Rumford's Baking Powder; Melorose Face Powder; price-cards from the wallpaper department; business cards from the automatic printing department; Milkbone Dog Food; Milkbone Cat Food; Hickory Garter.

Cheney Bros. Protected in Use of Trade-mark

A consent decree has been entered by Judge Hollister, of the United States District Court at Cincinnati, in the trade-mark infringement case of Cheney Bros. against the Thomas Manufacturing Company, of Dayton, which was instituted about a year ago. The decree holds that the trade-mark, "Cheney Silks," involved in the suit, is a valid trade-mark owned by Cheney Bros., and that it was infringed by the defendant company when it manufactured and advertised neckwear not made by the plaintiff as "Made from Cheney Silk." The defendants are perpetually enjoined from further infringement, and ordered to pay \$1500, in lieu of accounting and of complainants' attorneys' fees and other costs.

It was found by the court that the infringement was committed by the defendant company in good faith, in the belief that the word "Cheney" was descriptive, and not a trade-mark. This illustrates the extent to which the advertising of Cheney Bros. has impressed the name as indicating silk in connection with neckwear.

DESIGNS AND ILLUSTRATIONS

Our work is used by national and local advertisers whenever a drawing of any character is required. Send for folder which shows you.

**C A R L T O N
I L L U S T R A T O R S**
FLATIRON BUILDING - NEW YORK

Postmaster-General Makes Reply to Critics of Parcel Post

Mr. Burleson Compares the Service to That of the Express Companies

Special Washington Correspondence

CRITICS of the parcel post are not getting much satisfaction from the Post-Office Department.

Current events make it very clear that this, the newest feature of the postal service, is very close to the heart of the Postmaster-General. Mr. Burleson, indeed, never misses an opportunity to rush to the defense of his pet project. Over his signature he sends a rather lengthy letter in reply to each of the more or less numerous communications received at Washington in protest against this or that phase of the postal package-delivery system.

The backbone of the department has been stiffened in its attitude with respect to parcel post by recent events. A sudden avalanche of condemnatory resolutions passed by chambers of commerce and other commercial bodies is the principal late development. The Iowa State legislature has even taken a hand in this form of assault on the parcel post. The bombardment has convinced the officials of the Post-Office Department that they are confronted by an organized movement—they declare that the source of inspiration is an organization in New York City—designed to weaken the standing of the parcel service as at present constituted.

BURLESON'S FORM-LETTER

A specimen of the form-letter which the Postmaster-General is sending out, adapted to meet individual cases, reads as follows:

"With reference to your letter, relative to a resolution adopted by the Wholesale Merchants' and Manufacturers' Bureau, opposing any action which would extend the present weight limit of the parcel post, I wish to bring to your attention two considerations that lead me to believe that you have reached this conclusion without adequate investigation of the effect that enlargements of the

parcel-post service must have upon trade and commerce generally and the business transportation in particular.

"The parcel post is a universal service. It reaches twenty million people who have not heretofore had the advantage of express facilities. The failure of the private companies to serve this vast rural population was one main reason that impelled the Government to enter the field of parcel transportation. Necessarily, trade between the cities and the farms has been stimulated by parcel post, and any increase in the weight limit that may be found, on experience, to be feasible will have the effect of further increasing the benefits already accorded to buyers and sellers, both on the farms and in the cities. Such organizations as yours should ponder well before going permanently on record as opposed to action that will let down any of the barriers between the producers and consumers of farm products, raw materials and manufactured products.

"It appears that your expressed attitude is based on two grounds: First, that the express companies are necessary to the welfare of the country, and, second, that the extension of the parcel-post weight limit will have the effect of driving these companies out of business. Without expressing any opinion as to the first of these contentions, it is sufficient merely to state the principles that underlie a consideration of the second.

"Parcel-post rates are based on the cost of operating a *universal* service embracing both the 'profitable' territory, which is defined by the extent of the systems of private express companies, and the 'unprofitable' territory, into which the private express companies never go. The rates are determined empirically, and due regard is had for every element of cost, including full compensation to the

IF you think there is the remotest possibility that at any future time you might find use for a reliable list of all the Hardware Dealers, and the amount of Merchandise each carries, wire or write us as follows:

"MAIL A PINK CARD"

The Pink Card tells the inside facts about the Merchandise Rating Register of the Hardware Merchants of the World; also Department Stores; 5 & 10 cent Stores; New York Export Houses; Woodenware Jobbers and Wholesale Hardware Houses, giving date established, capital stock, principal lines handled, territory covered, etc.

We are not as anxious to sell you the Register as we are to give you a chance to find out whether it would be of use to you—as a matter of fact we do not have to sell the Register; it sells itself if we can mail the Pink Card to your address, which please send for to

Post Office Box 1053
New York City

railroads based on the present statutory rate of pay. The parcel-post rates, furthermore, are uniform and must be sufficiently high to enable the absorption of the loss incurred in the 'unprofitable' territory by profits accruing in the 'profitable' territory. Evidently the operation of the parcel post cannot have the effect of driving the private enterprises from the field of parcel transportation within the profitable territory unless the express companies, as compared with the postal system, are relatively inefficient.

PREDICTS EXTINGUISHMENT OF EXPRESS COMPANIES

"Whether they are or are not thus relatively inefficient can be satisfactorily ascertained only by future events. In either case the parcel post, with its universal service and uniform rates, must have a salutary effect on business. All the functions performed by the express companies will no doubt ultimately be performed by the parcel post.

"The Interstate Commerce Commission apparently recognizes in the fixation of rates the difference between universal service and service restricted to profitable territory. Under the rulings the express companies are now carrying traffic within the 'profitable' territory at rates generally lower than those provided by the parcel post. Such competition as exists between the companies and the Government can only be in character of service. Surely it is in the interest of the people that this kind of competition be extended, if possible, to all express traffic.

"As Postmaster-General I am solemnly charged with the duty of administering this law in the interest of all the people, and this responsibility is the more grave in that broad discretionary power is vested in me by the act. I believe that your organization and all good citizens will give me the co-operation that is so much needed in order to attain the results which the representatives of the people had in mind when they placed the parcel-post law on the statute-book."

In order to prove that the parcel post is making good the Postmaster-General is, in some of his correspondence, backing up his arguments with figures indicative of the steady increase in this class of business. Of course, this increase is, in his estimation, the more significant from the fact that it has been steadily piling up even during the past ten months, when almost all sources of postal revenue have been adversely affected by the European war.

BUSY COMPILING FIGURES TO SHOW BENEFITS OF PARCEL POST

The latest parcel-post statistics which are being used by the Postmaster-General to clinch his arguments are those covering the period from April 1 to April 15 of the present year and embracing the 522 first-class post-offices in the country. It is shown that the postage on the parcels originating at these offices during the period mentioned exceeded by 18.3 per cent the postage upon parcel mail posted at all the first-class post-offices during the corresponding interval from the first to the fifteenth of April, 1914.

To prove that the parcel-post development is cumulative, the Postmaster-General has also caused to be compiled figures showing the postage collected upon parcel mail at all first-class offices during four fifteen-day periods, each six months apart and covering the history of the parcel post. During the interval from October 1 to 15, 1913, the postage on parcel-post packages at the first-class offices totaled \$1,202,030.53. In the first half of April, 1914, the aggregate was \$1,680,447.83. October of the same year showed, during the corresponding fortnight and a day, a total of \$1,907,210.41. Now comes the April, 1915, total of \$1,988,474.

That this last interval did not show the same rapid progression in receipts that is manifest in a comparison between any two previous totals is attributed at the department solely to the disturbing influences of the European war. "Mail-order exchange," as the Postmaster-General recently ex-

pressed it, "was for a time seriously restricted." All figures available indicative of the income from the parcel post will probably be very closely scanned by business men, not only because of the light they may shed on the case of the parcel post vs. the express companies, but also because of the bearing they may have on the controversy between the Post-Office Department and the railroads as to the basis of payment for carrying this class of mail.

Now There's a Jitney Trade Paper

A four-page paper, gotten up in regular newspaper style, known as *The Jitney Bulletin*, made its appearance in Philadelphia last Saturday. It is published by the Philadelphia Jitney Owners' Association, Inc., and will be issued every Saturday. It is sold for "one jitney." It is devoted to the interests of the jitney business, which has assumed large proportions in Philadelphia. There are articles written by officials of the association exploiting the advantages of the jitney as well as notes of interest to members of the association and the patrons of the jitneys.

Health Answers

How would you like to ask questions about health matters and have them answered by experts? You can do this by becoming a subscriber to GOOD HEALTH. Address your questions to its "Question Box," and they will be answered by members of the staff of the Battle Creek Sanitarium. You get GOOD HEALTH for a year for only \$2. Sample copy for ten 2-cent stamps (20 cents). Remit to—

GOOD HEALTH PUBLISHING CO.

1806 West Main Street

Battle Creek, Michigan

The North American Review

ANNOUNCES THE REMOVAL OF ITS OFFICES TO

171 Madison Avenue, New York

CATALOGUES

MUST HAVE THAT FIRST IMPRESSION

WHAT is your fine booklet worth if it's all busted in the mail? Your prospect won't even turn the pages.

Bandless Catalogue Mailing Envelopes eliminate all this trouble. \$40.00 per thousand and up. We want to hear from clean distinctive advertisers.

THE SMEAD MFG. CO.
Dept. U Hastings, Minn.

The Little Schoolmaster's Classroom

THE other day your Schoolmaster walked into the office of an advertising agency, and approached the railed barrier beside the private telephone exchange. The telephone operator was not visible, but six other people were quite plainly in evidence in the room besides the office manager, who had a railed-in corner to himself. Your Schoolmaster—whose face was quite unknown in that office—attempted to assume the attitude of a prospective client with an account in his vest pocket, and waited. It was three minutes past two, by the office clock.

At five minutes past two, one of the stenographers began to explain to a gentleman who appeared from the art department that she hadn't sent back the original drawing because Mr. X had ordered it held up. At 2:07 a solicitor came in, and the office manager interviewed him over the railing, within two feet of the Schoolmaster's elbow. At 2:10 the solicitor went out, the office manager returned to his desk, and the gentleman from the art department concluded to take the matter up with Mr. X. The situation was growing interesting, and the Schoolmaster carefully refrained from making any disturbance.

* * *

At 2:14 the telephone operator came back from parts unknown, and dived under a table for some boxes of envelopes. Then the office manager seemed to perceive that the Schoolmaster was still there, and when the young lady emerged with the envelopes he signalled to her from across the room. She arranged the envelopes neatly on the table, and at exactly 2:16 accepted the Schoolmaster's card which proclaimed that he wasn't a prospective client after all.

* * *

The above is a perfectly true and unvarnished account of thirteen minutes of a Friday afternoon. But the Schoolmaster

doesn't set it down here because he was offended in the least. It is simply a fair sample of what the management of any large concern is frequently up against—and incidentally of what the solicitor is up against, too. It is extremely difficult to get employees who will treat the casual caller with the same promptness and courtesy the boss would show, if he were at the receiving desk. Any concern is pestered with innumerable solicitors whose chief function is to waste time, but among them are many whom the boss wants to see. It isn't always possible to tell a customer from a peddler, and in the best regulated offices the cogs sometimes slip.

* * *

But first impressions are so often lasting that it is necessary to keep everlastingly watchful lest such oversights occur too frequently. The following instructions to employees from Gustav Erbe, general manager of the Yawman & Erbe Manufacturing Company, seem to the Schoolmaster to fill the bill:

"The Home Office and our Branch Offices receive many salesmen and solicitors every day. Do these callers always meet with the same courteous treatment from you that we desire our representatives to encounter when in their territories?

"What do the solicitors you receive say to themselves when they go out of the door? Do they say 'There is a fine fellow down at the Y and E office,' or do they say something else?

"It doesn't matter, you know, in regard to your courtesy, whether or not you can buy from them. It is the way you *treat* them that counts. No matter whether a solicitor is selling insurance or pencils, see that he receives a courteous answer.

"It's so easy to put a credit entry—without buying—on every caller's ledger, and you cannot tell when it will help you. A few

words—such as you would expect to receive—and a smile, will do it every time.

"See every caller on Company business if only for a moment, no matter whether he wants a job, or wants to sell us something, or ask a favor, no matter what it is, see him and treat him courteously.

"If you are very busy use your own judgment as to how much time you can spend with him, but see him and *smile* if it is the first time that day. The Yawman and Erbe Mfg. Company, that is, you and I, are absolutely dependent upon public opinion and prejudice."

* * *

W. H. Ukers, who is editor and publisher of the *Tea and Coffee Trade Journal*, and president of the New York Trade Press Association, made an address the other day at the Forum of Industrial Journalism at New York University, on the "Standards of Practice of the Business Press." The

Schoolmaster abstracted the following paragraph, dealing with the reading-notice problem.

"Standard number four," said Mr. Ukers, "aims to eliminate the write-up nuisance, no matter in what form it shows its head. Something for nothing is worth exactly what you pay for it—nothing. No advertiser has any respect for a publication which will give him something for nothing. No self-respecting reader will continue to subscribe to a publication which seeks to deceive him by palming off as real news blatant puffs for regular or prospective advertisers. Sometimes free publicity in the news columns is sought for what appears to be a worthy object. A safe rule to follow is this: If the publicity sought is in the nature of a social service, for the good of the general public or the trade as a whole, and not to boost some private enterprise, or for personal gain,



They know that they can also trust
the advertisements in

The Youth's Companion
—that's why they have it in the home

**THE MACON
DAILY
TELEGRAPH**
MACON, GA.

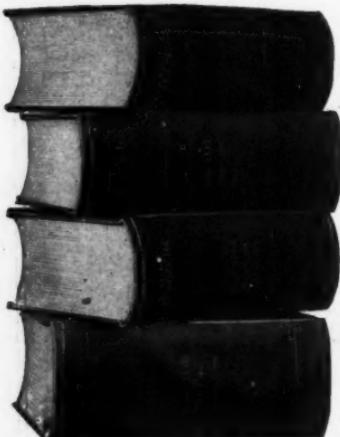
APRIL

Daily Circulation...19,112
Sunday Circulation...20,201

It is one of the few newspapers that has very limited newsboy sales, distributing its papers to names and addresses of practically every reader.

It gets a profit out of every name that goes on its mailing list, and can afford therefore to increase its circulation despite decreased advertising in war times.

It is, first of all, a newspaper. That it must be a good advertising medium is logical. Less than 2,000 lines, 4c; 2,000 lines or more, 8c. Yes, we know the rates too low.



These Vols. Pay for Themselves

in short order, if made the most of. Advertisers and agents can find in the twelve months' events represented, a black and white record of campaigns that can be made a money-saver.

\$8.00—Postpaid
1914 or 1915 Complete

PRINTERS' INK PUBLISHING CO.
12 West 31st Street New York City

then it is all right to print it. Otherwise it should be paid for at regular rates."

A pretty good rule to follow, and one which is being observed by more publishers every year.

* * *

In another place Mr. Ukers referred to the criticism that is sometimes directed against the adoption of standards of practice, on the ground that they involve a "holier than thou" attitude, and imply that those who subscribe to them think themselves perfect. "The idea of perfection is not involved in standardization," he declared.

"As Morris Llewellyn Cooke has pointed out: 'the standard method of doing anything is simply the best method that can be devised at the time the standard is drawn.' The standards of practice of the *Dry Goods Economist*, of the Hill publications, of the Simmons-Boardman papers, of *The Iron Age*, are vastly improved to-day over what they were twenty-five years ago. The foundation principles of these papers were sound and they will remain, but their practices have evolved into the higher standards as written down in the trade-press code of ethics."

* * *

Why spend a lot of time and energy making a name for yourself, when for the small sum of from \$75 to \$200 you can join the galaxy of immortals in an encyclopaedic compendium of biography? Yes, dear reader, it is the same old game, still being worked under divers titles: the "small fee we ask" is merely for the expense of making a half-tone plate (half-tones are very expensive, you know, and must be handled with extreme delicacy). The biography is absolutely free, and the privilege is accorded you only because of your well-known prominence in the world of science, art or letters, as the case may be. Oh, yes, and by way of postscript, we will also give you ab-so-lute-ly free, a complimentary set of the books, so that you may study the lives of your fellow immortals at your leisure.

As a scheme to sell books at a handsome profit before they were printed, it used to work beautifully, but the Schoolmaster imagined that the field—in the big cities at least—was pretty well exhausted. Much to his surprise, however, he received a letter the other day from a very substantial and fairly prominent business man, inquiring as to the "standing" of a concern of the type described. The Schoolmaster doesn't know whether the concern named stands any higher or any lower than others of the same class, but he does know that any solicitation to print his biography for \$75, or 75 cents, would go straight to the waste-basket.

Rexall Dealers Meet in Convention

One hundred and twenty-five members of the Pennsylvania Rexall Club attended the tenth semi-annual convention in Philadelphia last week, as well as a number of officials of the United Drug Company, including Louis K. Liggett, president, and Rexall druggists from Maryland and Delaware.

President Liggett referred to the greatly increased cost of the raw material used in the manufacture of the Rexall products by the United Drug Company. He cited one instance of an article which before the war could be bought for 82 cents a pound, but which now costs \$4.50.

Results of studies of the growth of the drug trade were contributed by Chas. E. Murnin, the company's secretary. The possibilities of co-operative manufacture and buying were taken up in detail by him and other speakers.

Trade problems, including the important one of keeping prices down for the consumer in view of the recent advances in European drugs and chemicals, were discussed. The consensus of opinion was that by careful buying little, if any, advance would be imposed upon the consumers of drug-store merchandise for the immediate present. Sources of American as against European supply were carefully considered.

Plans for an advertising and trade campaign were virtually completed and explained to the attending members. This campaign, which begins in September, contemplates the selling for advertising purposes of large quantities of merchandise at nominal figures.

F. H. Hossick with Burroughs

F. H. Hossick, formerly of the Louis A. Pratt Advertising Company, and later with the Detroit *Free Press*, is now with the advertising department of the Burroughs Adding Machine Company.

160,000 Possible Customers Are Within Your Easy Reach

Manufacturers who desire to increase their sales will find a responsive and sympathetic audience in the 160,000 daily readers of *Il Progresso Italo Americano*.

These Italian Americans are devoted followers of the paper written in their mother tongue. Italian war news cements their last ounce of interest to the paper at this time.

As a unit they are a prosperous and intelligent body of people.

If a commodity is right in quality and price they are quick purchasers. We can give you pertinent information if interested in this market.

IL PROGRESSO ITALO AMERICANO
42 Elm Street New York

The Efficient Man

is the title of an article from the pen of the late Elbert Hubbard. This article appeared in last January's issue of

PHYSICAL CULTURE

The publication of this article created such widespread and favorable comment, particularly among business men, that we had it reprinted in folder form and 50,000 copies have already been distributed. We still have a few copies left. Shall we mail you one? There is no charge attached.

Physical Culture Pub. Co.
1 Madison Ave. New York City

The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

MONTHLY INCOME INSURANCE. Annual saving on premiums of 25% to 40%.

J. A. STEELE, 170 Broadway, NEW YORK

Points of Attack on a Possible Market

Some specific suggestions for reaching out and developing the lumbermen's latent market were made by Everett Sisson, Pacific Coast manager of the Curtis Publishing Company, in an address to the National Lumber Manufacturers' Association, at San Francisco, May 18. Mr. Sisson said:

"When you create a new market or find new channels for the sale of your product, you can protect the future of your business by means of trademarking and advertising. By some such methods as these you lumbermen are going to rebuild and extend your markets, and I believe you will undertake the task about as follows:

"First: You will concede that some of the 'substitutes' are superior to wood for certain purposes. You will not attempt to compete with them for those specific purposes. You will do this not only because you are honest with yourselves, but because it is good business policy. By so doing you will conserve your own efforts and resources for pushing these lines in which you know lumber is as good or better than any other material that can be used.

"Second: You will select with great care the lines or purposes which offer the greatest opportunity for lumber promotion. You will set yourselves to learn the facts and all the facts about those uses of lumber and about the detail requirements of the people to whom you expect to sell. You will learn to take advantage of your present Forest Products Laboratory. You will provide other research laboratories if necessary and sales investigation departments to keep you in touch with the pulse of the people. By means of these facilities you will come to know more about wood-block pavements, for example, than any other class of men—also about all other kinds of pavements. You will know as much or more about silos than any one else, even those in the business. And you will follow the same procedure to other lines of business which promise to make you a market and an outlet for your product.

"Third: Having decided upon just what lines you are to concentrate your selling effort and having learned first hand about these lines and about the requirements of the consumers of these lines, you will turn to the public. You will turn with confidence because you will know of what you speak, and you can employ the same strong, assured, convincing advertising that your competitors are now using. You will use reputable, high-class, well-known mediums for your advertising, since you will be able to make sane, moderate statements that will be convincing because they are truthful. In short, by trademarking and advertising you will be able greatly to simplify your marketing problems."

Wm. R. Shannon, for three and a half years Southwestern manager of the *American Exporter*, has become special representative of the Western Advertising Company, St. Louis.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation 133,992

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

THE PROGRESSIVE FARMER

170,000

Circulation With Dealer Influence

"No Fakes for Man or Beast or Fowl!"
Raleigh, N. C., Birmingham, Ala.
Memphis, Tenn., Dallas, Tex.

SAVE MONEY ON YOUR Advertising Frames

Our Specialty
Frames for
Lithograph Advertisements,
Window Cards, etc.
Samples and Prices
on Request

Binder Frame Mfg. Co.
169-173 No. Ann Street
CHICAGO ILL.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY
ADVERTISING
26 Beaver Street, New York
Chicago Philadelphia Boston

ARTISTS

Use BRADLEY CUTS
To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers.
Will Bradley's Art Service
131 East 23rd St. New York



PAUL BROWN
154-W-106 5th
NEW YORK CITY
TELEPHONE
6120 RIVERSIDE
FREE DANCE COMMERCIAL ARTIST

ADVERTISING SERVICE

Not a jumble of colloquialisms, but copy of vigor and dignity that brings results. Booklets, follow-up letters, display matter, and general publicity. Specialist in period work. I can handle three more good accounts. Yours should be one of them. Address Frank A. Farnsworth, 10 Irving Place, New York City, N. Y.

FOR SALE

Owing to failing health will have to sacrifice my fine little Type Foundry. Two Foundry Type Machines and an immense lot of accessories. Cost \$5,000; will sell for \$1,000 cash. Wynkoop, Lincoln, N. J.

FOR SALE—At an exceptional bargain, slightly used high-speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

For Sale: The only democratic weekly paper in southern California and the Southwest, established three years ago. Address, J. S. Rodman, 126 South Broadway, Los Angeles, Cal.

HELP WANTED

Advertising Solicitor Wanted who knows the automobile trade and can cover it as a side issue. Address: Auto, Box 906, c/o P. I.

Wanted: Sales Manager who understands sales organization and can handle big proposition; unusual opportunity high-class man. Charles P. Raymond, 294 Washington St., Boston.

Assistant to Advertising and Sales Manager, capable of taking charge of routine work of advertising department. Prefer Agency man experienced in space buying. Knowledge of mechanical end of advertising and ability to handle correspondence required. VICK CHEMICAL COMPANY, Greensboro, N. C.

Experienced young woman to act as secretary and assistant to Director of Advertising Department of leading periodical. Must be familiar with general magazine advertisers and agents. Accurate and rapid stenographer. Knowledge of typography important. Address with full particulars as to previous training, Box 914, c/o P. I.

POSITIONS WANTED

I want to become associated with trade paper or manufacturing interest where man with twelve years' experience in sales and advertising will have opportunity. Satisfactory references. Box 915, c/o P. I.

Can you use the services of an efficient stenographer who has had some advertising and sales experience? Age 22, ambitious and determined to make good in advertising work. Opportunity to learn more important than salary. Address, Service, Box 916, care of Printers' Ink.

Experienced solicitor desires to represent magazine or trade paper in Philadelphia and vicinity. 24 years old. Ambitious, hustler and producer. Now employed. Best references. Salary and commission or straight commission. F. K. Esherick, 3926 Locust St., Philadelphia, Pa.

ASSISTANT ADVERTISING MANAGER

Age 23. Handles department's details, buys printing and engravings, writes good literature and handles correspondence. Experienced with national advertiser and New York agency. Position should be *Permanent* and offer advancement. I'll be most valuable to a firm wishing to train an experienced young man to its ways. Philadelphia is my home, hence the position should be here or within 25 miles. ROBERT HESSE, 3856 RAND STREET, PHILA., PA.

DO YOU NEED A CHICAGO REPRESENTATIVE?

I have had a wide experience in trade journal work, both editorial and advertising. Am at present editing for a leading weekly, but would consider a proposition where ability to prepare intelligent news copy and close advertising contracts would be of value and appreciated. Prefer acting as Chicago representative on out-of-town publication. Address Box 918, c/o P. I.

PRESS CLIPPING

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

GENERAL PRINTING CATALOGUE and BOOKLET WORK.—*Unusual facilities for large orders*—monotype and linotype machines—large hand composing room, four-color rotary cylinder, perfecting, job and embossing presses, etc. Coin Cards, Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. The Winthrop Press, 141 E. 25th St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

One of our clients would buy a good general magazine having about 100,000 circulation. Harris-Dibble Company, 171 Madison Avenue, New York, N. Y.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized $3\frac{1}{2} \times 6$, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

WANT-AD MEDIUMS

New Haven, Conn., Register. Lead's want ad. med. of State. 1c a wd. Av. '14, 19,444.

The Portland, Me., Even'g Express and Sun. Telegram carry more want ads than all other Portland papers combined. 1c. a wd., 7 times ic.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sun., is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Ads than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

Chester, Pa.—The Times and Republicans cover afternoon and morning field, in a community of 120,000 population.

Instead of Borrowing Bill's Printers' Ink Why Not Subscribe?

Bill likes to "get a shot at" PRINTERS' INK himself once in a while, but he has small chance when you have his copy in your desk drawer.

Two dollars will bring PRINTERS' INK crisp and fresh to your desk every week for a whole year, and five dollars will perform the same service for three years.

Why not give Bill the surprise of his life and subscribe to PRINTERS' INK yourself? It's the biggest two-dollars' worth you could get in a world-tour.

Printers' Ink Publishing Co.
12 W. 31st Street, New York City

ROLL OF HONOR

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,349. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Joliet, Ill., Herald, evening and Sunday morning. Av. year ending Dec. 31, '14, 9,775.

Peoria, Ill., Evening Star, Circulation for 1914, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye, Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,591; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Louisville, Ky., Courier-Journal, Average 1914, daily, 32,395.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial, Average for 1914, daily 11,753.

Portland, Me., Evening Express, Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914, Sunday 61,947; daily, 80,176. For April, 1915, 81,409 daily; 67,935 Sunday.

The absolute correctness of the latest circulation rating accorded the **News** is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., Ev'ng Transcript (◎◎) Boston's tea-table paper. Largest amount of ever ad'tg.

Salem, Mass., Evening News, Actual daily average for 1914, 10,2021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec. '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 3 months 1915, 12,666.

Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Lecty. Actual average for 1914, 23,017. Benjamin Kentnor, 225 Fifth Ave., New York; People's Gas Building, Chicago.

Cleveland, O., Plain Dealer, Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For April, 1915, 131,939 daily; Sun., 165,511.

Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; 23,663 av. April '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Washington, Pa., Reporter and Observer, circulation average 1913, 13,575.

West Chester, Pa., Local News, dy., W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. exc. Sun. Av. net dy. circulation for 1914, 19,959.

York, Pa., Dispatch and Daily, Average for 1914, 20,322. Covers its territory.

Chester, Pa.—Times, dy. av. '14, 9,161; Morning Republican, dy. av. Apl.-Sept., '14, 4,326.

Providence, R. I., Daily Journal, Av. net paid for 1914, 20,653. (◎◎) The Evening Bulletin, 33,018. (◎◎) The Evening Bulletin, 48,772 ave. net paid for '14.

Danville, Va., The Bee (eve.) Average for 1914, 5,799. Seattle, Wash., The Seattle Times (◎◎) in the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation make great productivity value to the ad. Av. daily circulation 1914, 71,858; Sunday, 90,368. In March, 1914, the Times beat its nearest competitor by 363,524 agate lines.

Tacoma, Wash., Ledger, Average year 1914. Daily 22,286, Sunday 29,107.

Tacoma, Wash., News, Average for year 1914, 22,576.

Racine, Wis., Journal-News, A. B. C. audit gives biggest circulation.

GOLD MARK PAPERS

Bakers' Helper (◎◎) Chicago. Only "Gold Mark" jour. for bakers. Oldest, best known.

Boston, Mass., Ev'ng Transcript (◎◎) estab. 1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique, (◎◎) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (◎◎) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (◎◎) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (◎◎) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (◎◎) has the largest cir. of any tech. paper in the world.

THE PITTSBURG DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburg.

Providence, R. I., Journal (◎◎) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 96,000; weekly, over 96,000.

The Seattle, Wash., Times (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (◎◎) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

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ADVERTISING RATES—Display

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page
 Smaller space, 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover.....	\$125	Page 5.....	\$100
Second Cover.....	75	Pages 7, 9, 11 or 13.....	75
Back Cover.....	100	Double Center [2 pages].....	150



To Brother Newspaper Men

CHICAGO CONVENTION

June 20-24

The eleventh annual convention of The Associated Advertising Clubs of The World will be held in Chicago from June 20-24 inclusive.

The Newspaper Conference has arranged a programme intended to interest every newspaper man who attends the newspaper sessions. Here are some of the subjects on which experts will speak:

- “The Effect of Advertising Censorship on the Cash Drawer”
- “The Advertising Agent and the Newspaper”
- “How to Get Church Advertising”
- “How to Interest the Manufacturer in Newspaper Advertising”
- “How to Make Your Readers Read Your Advertising Columns”

The Newspaper Exhibit will also be interesting and valuable. It will contain the largest photographic reproductions of actual newspaper pages ever seen. Samples of successful newspaper campaigns and the methods that secured them will be shown. A miniature daily paper will be written, set and printed in the Newspaper Exhibit Booth every day of the convention.

Every newspaper man in North America ought to be able to afford the necessary time and expense to attend the Chicago Convention. Aside from the valuable information to be obtained from the Newspaper Conference and Exhibit, the various committees in charge have provided instruction and entertainment of every conceivable form for the entire Convention.

We extend a special invitation to all brother newspaper men to visit our plant and to make our offices their headquarters for the receipt and dispatch of mail and telegrams.

The Chicago Tribune

The World's Greatest Newspaper
(Trade Mark Registered)

Member Audit Bureau of Circulations